THE LIBRARY OF CONGRESS
1800

Scanned from the collections of
The Library of Congress

AUDIO-VISUAL CONSERVATION
at The LIBRARY of CONGRESS

Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

PUBLISHER'S BINDING

5 APR 20L

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 1 NEW YORK, U. S. A., WEDNESDAY, JULY 1, 1953 TEN CENTS

Univ. 26-Week Net Rises to $1,346,632

Half-Year Earnings Up $126,192 Over 1952

Universal Pictures' consolidated net earnings for the 26 weeks ended May 2 totaled $1,346,632, after provision of $2,310,000 for estimated Federal income and excess profits taxes. After deducting dividends on the preferred stock, the net earnings are equivalent to $1.27 per share on the 961,698 shares of common stock outstanding on May 2.

The 1953 period's net is $126,192 higher than that of the same period last year when the consolidated net was $1,220,440, after providing $1,550,000 for income and excess profits taxes;

(*Continued on page* 8)

Johnston Concludes New 1-Year Pact With West Germany

A new one-year agreement with West Germany, maintaining a free market for American product, has been concluded in Berlin, according to word received here yesterday from Eric Johnston, president of the Motion Picture Association of America.

Johnston, before leaving Berlin for Brussels yesterday, cabled MPAA officers here on the new pact, which extends from Sept. 1, 1953, to Sept. 1, 1954. The deal, in effect, calls for unrestricted imports of American pictures and free remittances of revenues at a rate below the official rate of exchange.

The new agreement, in addition,

(*Continued on page* 7)

Mayer in Talks on Rialto Operation

The possibility of Arthur Mayer resuming operation of the Rialto Theatre on Broadway here was raised yesterday with the opening of negotiations between Mayer and the present operator, James Mage.

The talks ended inconclusively yesterday, it was stated. Negotiations grew out of Mage's contractual commitments with Mayer, the former owner.

Disney Closes Deal to Film In CinemaScope Process

A deal under which Walt Disney Productions will film in the CinemaScope wide-screen process, was disclosed here yesterday by 20th Century-Fox.

Walt Disney in commenting on the deal, said that he was convinced that CinemaScope offers possibilities for the better presentation not only of live-action pictures but animated cartoons as well. He will make three features in the new 20th-Fox process. In addition, he will film a number of shorts in CinemaScope and will produce one of his new "People and Places" series.

Walt Disney

The contract for CinemaScope photographic and production lenses, and the Miracle Mirror screen, was negotiated by Roy O. Disney, president of Walt Disney Productions, and

(*Continued on page* 8)

'Stalag' Opening Held at Astor In Military Air

(Photos on Page 8)

Paramount's "Stalag 17" had its world premiere at New York's Astor Theatre last night in full military splendor as police guard rails held back huge throngs that had gathered to see hundreds of celebrities arrive for the opening which benefited the Air Force Association Widow's Rehabilitation Program.

As the premiere ceremonies got under way, Mitchel Field's 60-piece military band marched down Broadway to the theatre. Giant arc-lights

(*Continued on page* 8)

Ohio House Passes Measure to Bar 'Reel' Censoring

Columbus, O., June 30. — The Mosher Bill, outlawing the censorship of newsreels in Ohio, was overwhelmingly passed here today by the House of Representatives by a vote of 110 to 6.

The bill, which already has won the approval of the State Senate, now goes to the governor for his signature before becoming law.

Today's legislative victory climaxes a campaign led by the Independent

(*Continued on page* 7)

Anti-'Red' By-Law Proposed by SAG

Hollywood, June 30.—The stiffest defense against Communist infiltration yet installed by any Hollywood guild or union was proposed to the Screen Actors Guild membership by the Guild's board of directors today in a letter submitting an anti-subversive by-law for adoption.

The board's letter also expressed condemnation by name of 24 members who have refused to answer the

(*Continued on page* 8)

NPA Film Unit Headed by Golden Cut by Two-Thirds

Washington, June 30.—The National Production Authority's film division has been trimmed back drastically, effective tomorrow. Further cutbacks are still a possibility.

The Motion Picture, Scientific and Photographic Products Division has been operating with 22 persons, under Nathan D. Golden as director. Early this month, as part of the program to liquidate the defense emergency agencies, all 22, including Golden, got

(*Continued on page* 7)

Color Corp. Heading For A Record Year

Color Corp. of America is heading for the biggest year in its history, vice-president Sam Burkett said here yesterday. Improvements in the process formerly known as Cinecolor have attracted wide interest, Burkett said.

The company now has 13 pictures in its laboratories and indications are that more than 25 will be made this year in the Color Corp.'s process, thereby hitting a new record, Burkett said.

MPAA to Seek 3 Tax Relief Provisions

To Testify in Capitol Starting on July 9

Washington, June 30.—Spokesmen for the Motion Picture Association of America are scheduled to testify before the current House Ways and Means Committee tax revision hearings in support of three major relief provisions.

First appearance before the committee is tentatively set for Thursday, July 9, when officials of MPAA's foreign tax committee will ask the tax-writing House group to exempt from withholding any royalties due foreign motion picture companies on U. S. showings of their films. Under present law, the distributors must withhold 30 per cent of these royalties against the tax liabilities of the foreign companies on these earnings. If the actual tax due is less, as is usually

(*Continued on page* 8)

900 Inquiries on CinemaScope from British Exhibitors

London, June 30.—Nine hundred installation inquiries on CinemaScope have been received by the 20th-Century-Fox office here since the initial demonstration yesterday, the company revealed today. Spyros P. Skouras, 20th-Fox president, said that he and his London associates would be available throughout the week to discuss equipment problems with exhibitors.

Skouras has arranged for a mid-

(*Continued on page* 7)

Cincinnati Drops Part of Ticket Tax

Cincinnati, June 30.—Following urgent pleas from the Greater Cincinnati Independent Exhibitors' Association, the City Council has exempted admissions of 50 cents or less from collection of the three per cent city tax. The exhibitor organization pointed out that consistently declining business had forced the closing of 27 area neighborhood subsequent run theatres during the past 18 months.

PN1993
.M43

Personal Mention

JAMES R. GRAINGER, RKO Radio president, will leave New York today for Chicago.

•

ARDIS SMITH, formerly drama editor of the Buffalo "Evening News," has resumed that post following several years as a writer of documentary film scripts for Pathe and the U. S. Air Force.

•

REV. MICHAEL MOONEY, D.D., brother of FRANK J. MOONEY, assistant sales manager of RKO Radio, arrived in New York yesterday on the S.S. America from Ireland.

•

NANCY LORIE NATHANSON, daughter of HENRY L. NATHANSON, president of M-G-M Pictures of Canada, Ltd., has been married in Toronto to RALPH FLORENCE, of Peterboro.

•

ARTHUR S. ABELES, managing director for Warner Brothers Pictures, Ltd. in England, arrived in New York from Britain Monday aboard the S.S. Queen Elizabeth.

•

DIANE ISSACS, daughter of IRVING ISAACS, president of Independent Exhibitors, Inc., of New England, has been married to THOMAS A. WEIL of New York.

•

NAT LEVY, RKO Radio Eastern and Southern division manager, has returned to New York from a trip to Memphis, Dallas and Oklahoma City.

•

HARRY C. GAFFNEY, president of Dixie Enterprises of Kansas City, is back in Missouri following a trip to New York.

•

GEORGE A. HICKEY, M-G-M Western sales manager, has left New York for a tour of the company's branches.

•

FREDERICK BRISSON, Independent Artists president, flew to the Coast yesterday from New York.

•

SAM GALANTY, Columbia's Mideastern division manager, left here yesterday for Cleveland.

•

J. ROBERT RUBIN, M-G-M general counsel, returned yesterday from Europe.

•

AL ZIMBALIST, independent producer, is in New York from Hollywood.

•

VICTOR SAVILLE, producer, has arrived here from Hollywood.

•

IRVING SHIFFRIN left here last night for the West Coast.

Schlaifer in 'Parade'

Charles Schlaifer will be featured in the July 12 issue of "Parade," the Sunday picture magazine. Schlaifer, who now operates his own advertising agency, is cited for his efforts in the cause of mental health, stemming from his campaign on 20th-Fox's "The Snake Pit."

Polaroid to Undertake a Campaign To Sell 3-Dimension to the Public

The appointment of Cunningham & Walsh, Inc., as the agency for advertising and promoting Polaroid glasses for 3-D films is the first step in Polaroid Corp.'s campaign to sell 3-D to the public. Leonard Spinrad will continue as press representative for Polaroid Viewers, as previously announced.

Beginning immediately, a broad-scale educational program will be beamed at the public on behalf of the motion picture industry. Creators of the light Polarizer lenses which make viewing of 3-D pictures possible for audiences, Polaroid Corp. will publicize its new developments in viewers and its technical and promotional aids to exhibitors. The campaign will be supported by sustained publicity effort, advertising tie-ins, trailers, leaflets, point-of-sale posters and similar sales promotional pieces.

Levy to England to Study CEA Methods

Herman Levy, general counsel of the Theatre Owners of America, will sail today on the S.S. Queen Elizabeth for England for the primary purpose of meeting with the directors, officers and members of the Cinematograph Exhibitors Association. Levy stressed that he was making the trip as a personal project and that it had no connection with TOA.

Herman Levy

Levy said that for many years he had heard of the important status of the CEA and of the strength that lies in its unity. He said that he welcomed the opportunity to acquire information regarding those factors at the personal level. He said that he wanted to become acquainted with the "mechanics of the group and the status of distributor-exhibitor relationship," also the British public's reaction to 3-D and other new media.

'Powerful Group'

As a leader in an American exhibitor association, Levy said he believed he could learn a great deal from observing the operational methods of the CEA which he described as a "powerful group."

Levy will return to the United States in about four weeks. He does not plan to go to the Continent, but will spend all of his time in England.

Grable Pact Ended By Star, 20th-Fox

HOLLYWOOD, June 30. — Twentieth Century-Fox and Betty Grable today cancelled their contract by mutual agreement, described also as amicable. The star, who started work for the studio in 1936 making "Pigskin Parade," has been under suspension for the last two months or so, and for a longer period last year. The last picture completed under her contract is "How to Marry a Millionaire," in CinemaScope, co-starring Marilyn Monroe and Lauren Bacall but not yet released.

Para. SEC Filing On Balaban Stock

WASHINGTON, June 30.—Paramount Pictures Corp. today filed with the Securities and Exchange Commission an application to register 36,500 shares of its common stock of which 26,500 shares are owned by Barney Balaban, its president and 10,000 shares by Mrs. Balaban.

This is, in effect, a renewal of the registration of the same shares registered by the corporation as of July 15, 1952 out of a total of 38,500 shares then registered, Balaban having disposed of 2,000 of the registered shares in the meantime.

Required Under SEC Ruling

Registration of these shares was required under the Commission's ruling that regardless of the small percentage of the holdings of Balaban and his wife, they were technically in a relationship of "control" of the corporation.

5 RKO Radio Films To Get NY Openings

RKO Radio has five pictures scheduled for New York openings, Charles Boasberg, general sales manager, announced. Four have color in Technicolor.

"Second Chance," RKO's first 3-D film, in Technicolor, is set for a July 22 premiere at the Criterion. "The Sea Around Us," also in Technicolor, will have a premiere at the Trans Lux 60th Street Theatre on July 7. "Sea Devils," David Rose production in Technicolor, is scheduled to follow "Trader Horn" at the Globe Theatre. Walt Disney's Technicolor "The Sword and the Rose," will be a mid-August release at the Rivoli. "Night Without Stars," a Europa film for RKO Radio release, will open at the Little Carnegie in mid-July.

Milestone Award Will Go to Zanuck

HOLLYWOOD, June 30.—Darryl F. Zanuck will be the recipient of the Milestone Award in the fall, it was disclosed today by Carey Wilson, president of the Screen Producers Guild. Presentation will be made at a banquet to be held in Hollywood next November.

Hold Theatre TV Talks on 'Venice'

Preliminary talks looking toward theatre telecasting of Mike Todd's "A Night in Venice" show are currently under way.

Engaged in the discussions with Todd are Si Fabian, president of Stanley Warner, and Nathan Halpern, president of Theatre Network Television, it was stated. The theatre telecast would take place in September, sometime after the summer season at Jones Beach, where the spectacle is being staged, if negotiations are successful.

This is the second series of theatre TV negotiations on "A Night in Venice." The first attempt, which occurred last summer, did not materialize due to what was then termed prohibitive wage demands made by Actors Equity.

Firestone Named Unity Sales Head

Len Firestone, Eastern division sales manager, has been promoted to the newly created post of national sales manager of Unity Television Corp. by Arche Mayers, president. Firestone will soon leave on an extended trip to all markets to launch the Unity TV package, and look over new sites for Unity branch offices in key sectors.

Firestone has been with Unity for several years.

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
• Three dimensional projection
★ Three channel interlock projection
• 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

7 DAYS IN HAWAII $441

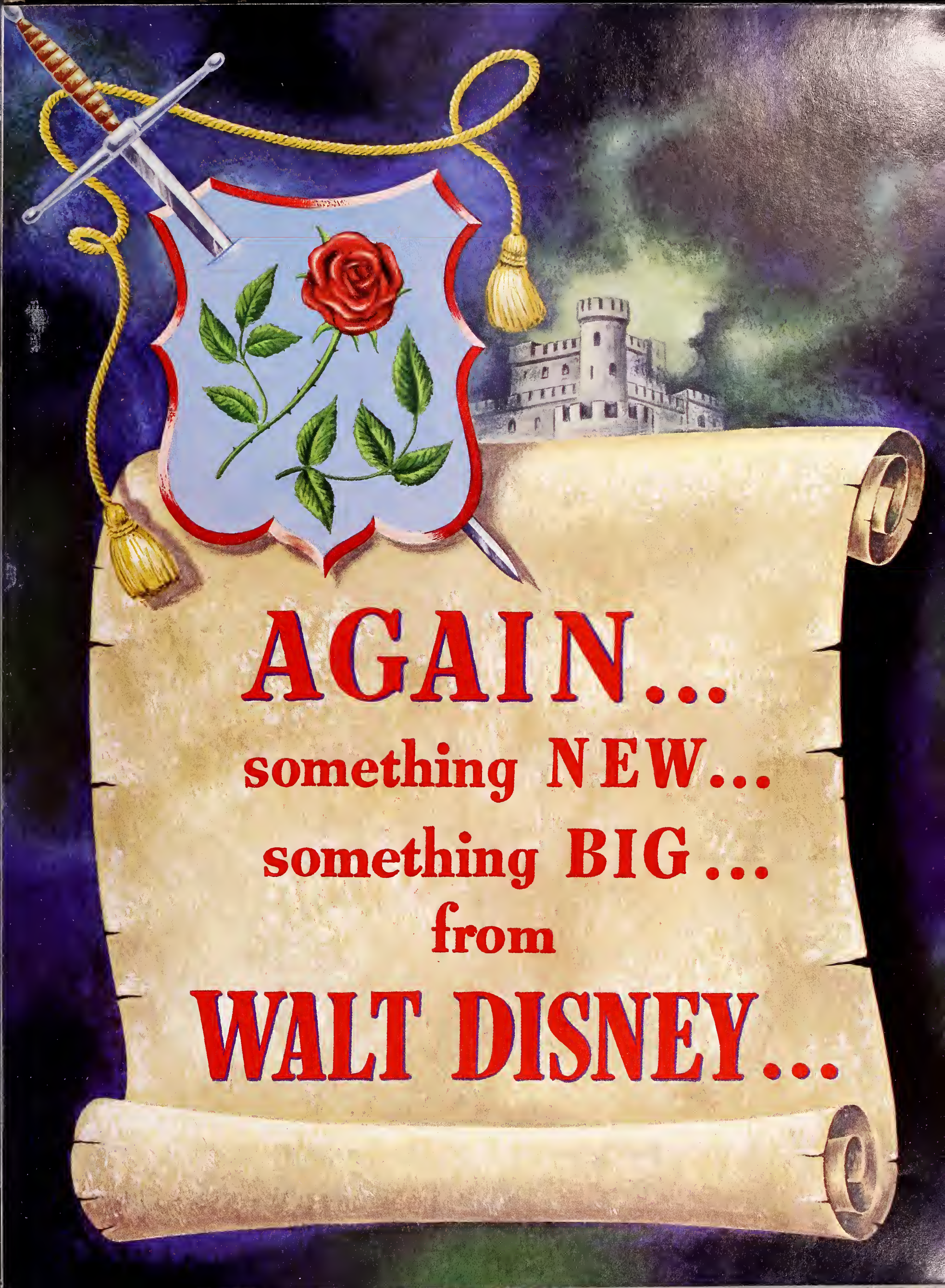
(from New York), including round-trip transportation and hotel accommodations

Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.

UNITED AIR LINES
Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


AGAIN...
something NEW...
something BIG...
from
WALT DISNEY...

Now...Walt Disney brings a New

In his **FIRST ADULT LOVE STORY** . . . brilliantly played by a wonderful cast headed by a thrilling new romantic team! . . . A picture *new* in intensity of suspense . . . **New** in spectacular sweep of mighty scenes . . . **New** in approach to fiery action . . . and newest of all in **BOX OFFICE POWER!**

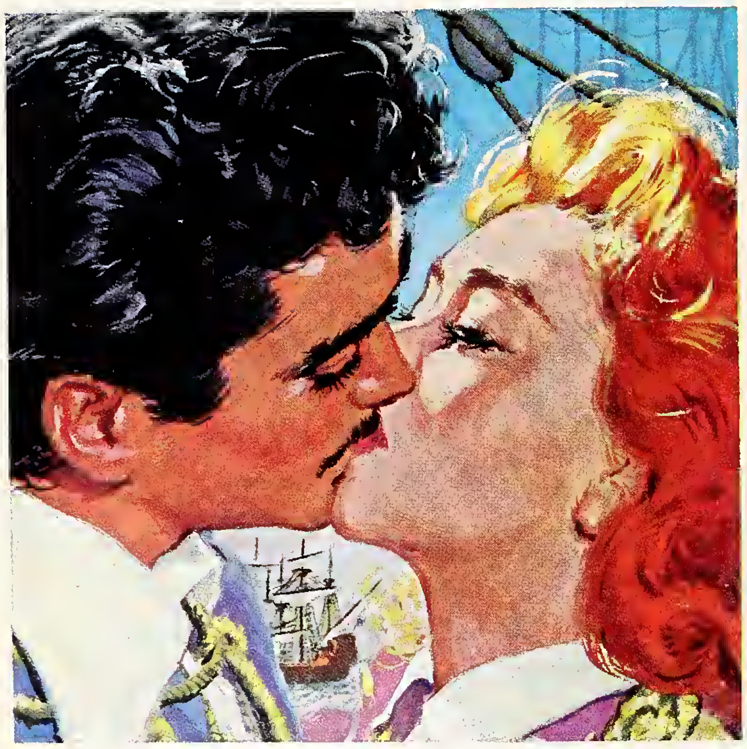
AVAILABLE TO SELECTED KEY RUNS EARLY IN AUGUST!

Walt Disney's

The SWORD and the ROSE

Get your copy of the big showman's press book. See all the special aids and accessories.

from the famed adventure novel *When Knighthood Was In Flower*



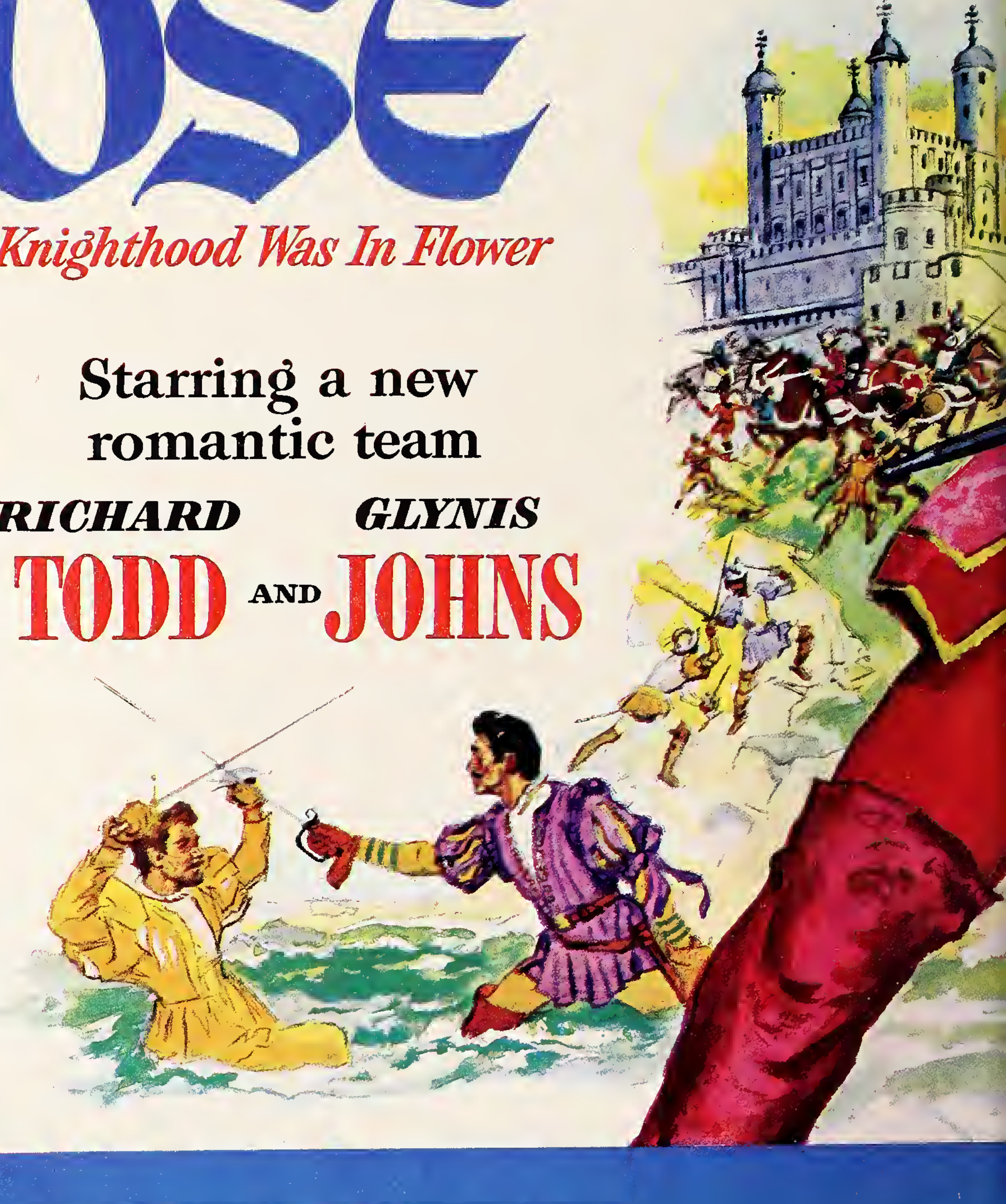
Mary Tudor and Charles Brandon, princess and commoner, the lovers whose romance made thrones tremble.

Produced by Perce Pearce • Directed by Ken Annakin
Screenplay by Lawrence E. Watkin • Distributed by RKO Radio Pictures

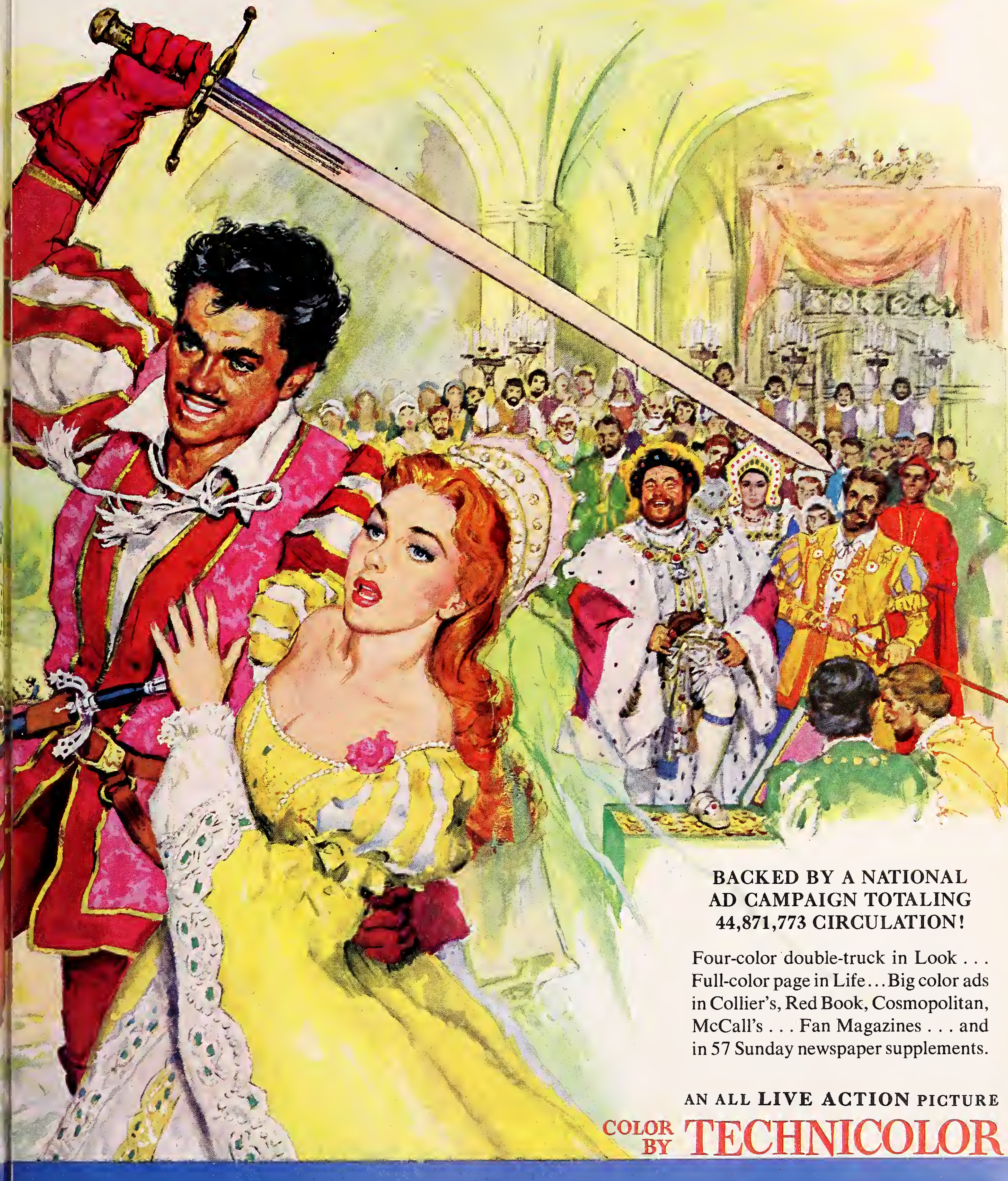
COPYRIGHT, WALT DISNEY PRODUCTIONS

Starring a new romantic team

RICHARD ***GLYNIS***
TODD AND JOHNS



Measure of Excitement to Romance!



BACKED BY A NATIONAL AD CAMPAIGN TOTALING 44,871,773 CIRCULATION!

Four-color double-truck in Look . . . Full-color page in Life . . . Big color ads in Collier's, Red Book, Cosmopolitan, McCall's . . . Fan Magazines . . . and in 57 Sunday newspaper supplements.

AN ALL **LIVE ACTION** PICTURE

COLOR BY TECHNICOLOR

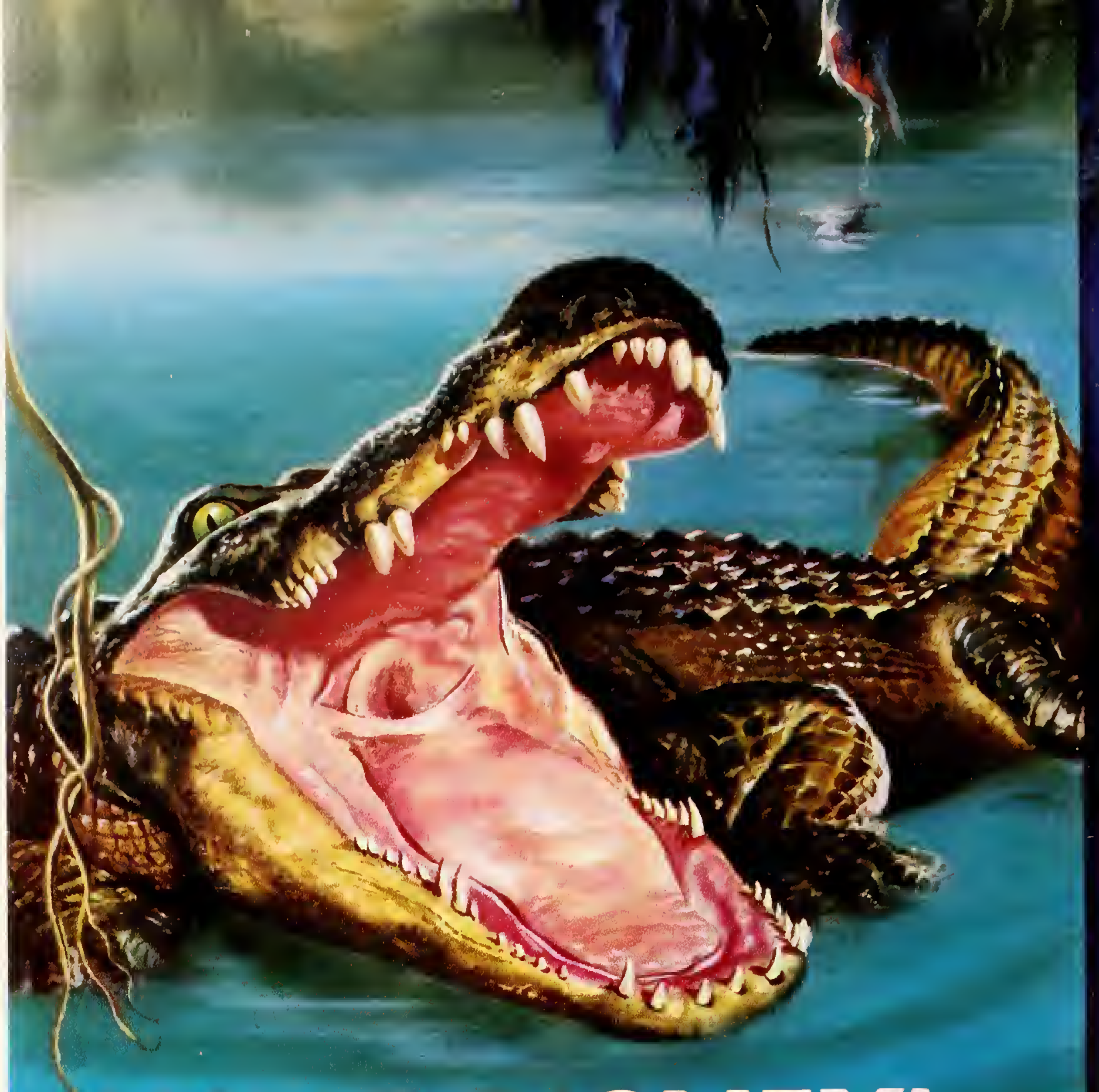
AND FOR BOX OFFICE POWER *Plus...*

SMART SHOWMEN
ARE BOOKING AS
A COMPANION
ATTRACTION TO
'THE SWORD AND
THE ROSE'—

●

For that EXTRA THRILL . . . "The Sword and The Rose" and "Prowlers of The Everglades" also can be shown on **WIDE** or **GIANT SCREEN!**

●



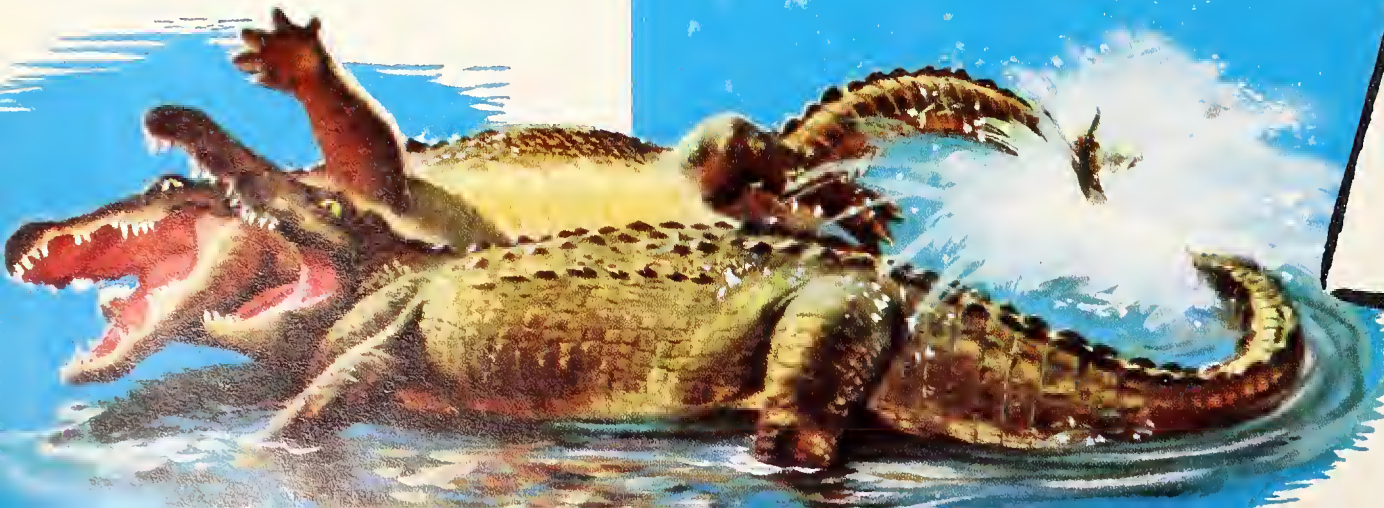
WALT DISNEY's

Spectacular, New True-Life Adventure

PROWLERS OF THE EVERGLADES

Print by TECHNICOLOR

Copyright Walt Disney Productions
Distributed by RKO Radio Pictures



NOTE: SPECIAL NEWSPAPER ADS are available for the combination show of 'The Sword And The Rose' and 'Prowlers of the Everglades'

('The Sword And The Rose' and 'Prowlers Of The Everglades' may be booked as a combination or individually)

National Pre-Selling

STRIKING full page ads on "Thunder Bay," full color, and "Band Wagon" appear in the July 14 issue of *Look*.

Appearing on the cover is a full color picture of Susan Hayward, and a list of all productions in which she has been starred. Stills from some of these productions are the pictorial part of a four-page cover story. Scenes from "White Witch Doctor" and "The President's Lady" are featured in the story.

"Give a Girl a Break" is introduced to the readers of *Look* by a pictorial story of Marge and Gower Champion, photographed at a pool in Las Vegas. The Champions are the dancing stars of the picture.

●

Exciting ads for "Houdini" (full page) and "All I Desire" appear in the July issue of *Seventeen*.

●

"Dangerous When Wet" is the story of a farm family from Pone Cone, Arkansas, who are determined to be the first family to swim the English Channel. "Dangerous" is reviewed in the July issue of McCall's. *Starred in the comedy are Esther Williams, Denise Darcel, Jack Carson and William Demarest.*

Also in the issue is a stirring ad on "All I Desire."

●

"Band Wagon's co-star, Cyd Charisse, appears on the front cover of the current issue of *Life* in a beautifully colored photograph made by Eliot Elisofon. Elisofon was the color consultant for John Huston's "Moulin Rouge." He made photographs which appear in the same issue of *Life*, of seven stars taken with blowups of stills from recent movies, and using a different key color for each star and the picture she appears in.

Among the stars photographed in the color mood of their most recent pictures are: Doris Day in "Calamity Jane," Elizabeth Taylor in "Pony Express," Audrey Hepburn in "Roman Holiday," and Cyd Charisse in "Band Wagon." Each photograph occupies a full page.

●

Exciting ads on "The Sword and the Rose" (full color) and "All I Desire," appear in the July issue of *Redbook*.

●

"Thunder Bay" was represented by an action packed full color ad in the 28th issue of Parade.

●

"Return to Paradise" was represented with a front cover caricature on the June 29 issue of *Pictorial Review*. Gary Cooper, Roberta Haynes and Barry Jones were portrayed by caricaturist Jacques Kapralik.

●

"Dangerous When Wet" is represented by two ads in the July issue of *Woman's Home Companion*. A picture-of-the-month ad on the table of contents page, and a page in full color which features Esther Williams, plug "Dangerous When Wet" and advertise Lustre-Creme.

●

"Gentlemen Prefer Blondes" and Marilyn Monroe were spotlighted in a full color page Lustre-Creme ad which appeared in the June 29 issue of American Weekly."

WALTER HAAS.

NPA Film Division Cut

(*Continued from page 1*)

dismissal notices, effective June 30. It was understood that during the month, the Administration would make more definite plans as to just what sort of set-up it would keep to service private industry, and that some of the dismissal notices just handed out would be withdrawn.

Golden anticipated he would end up with about 13 or 14 persons. But today he was informed that the NPA division would be continued for another 30 days, while the permanent set-up is considered further, and that he is to have only seven other people in his division for this 30-day period. This means his division has been cut by two-thirds.

On Aug. 1, the NPA set-up is slated to be re-absorbed into the Commerce Department as a business Services Administration. There is a possibility that further personnel cutbacks might be ordered when this switch takes place.

Golden Wanted

When Commerce Secretary Weeks some time ago announced his plans for the Business Services Administration, he said he would seek to have each division headed by a leading official from private industry. The film industry and other industries covered by Golden's division have told Weeks that they want Golden to continue to head the division, rather than to have it headed by someone from another industry.

Coyne Addresses Albany Exhibitors

ALBANY, N. Y., June 30.—Robert W. Coyne, special counsel to COMPO, briefed Albany area exhibitors on the progress of the campaign to repeal the 20 per cent federal admission tax, at a meeting in the Variety Club this noon. The industry film citing reasons for the repeal was shown.

Later Coyne and a delegation of industry leaders from New York City were scheduled to meet with Gov. Thomas E. Dewey to seek his cooperation in the drive to have Congress wipe the tax off the statute books.

Industry Cited for Aiding NPA Effort

WASHINGTON, June 30.—The lifting of controls on the use of copper and a general easing of the copper supply situation has removed the primary motive for which the copper drippings salvage program was initiated in the fall of 1951. It is therfore felt by the government that there is no longer the urgent necessity to continue this particular conservation action as an official program of the National Production Authority.

'Excellent Contribution'

"The copper drippings program was an excellent contribution of conservation in the defense effort and again demonstrated that the motion picture industry is quick to respond to an appeal to assist the national defense effort," declared Nathan D. Golden, director of the motion picture division of the Department of Commerce of the NPA.

Golden said that "the success of the copper drippings program has been largely the result of the fine spirit of cooperation between all segments of the motion picture industry, including theatre projectionists, film carriers, supply dealers, theatre managers, trade associations, trade journals, and Variety Club members."

German Pact

(*Continued from page 1*)

calls for some reductions in the West German turnover equalization tax applicable to imports. This tax has been reduced to 2.3 Deutche marks per meter for both color and black-and-white films, compared to the 16 Deutche marks per meter for first prints of color films, and 5.33 Deutche marks per meter for dupe black-and-white negatives under the so-called interim tax schedule. The new pact also calls for the elimination of separate assessments for sound tracks and musical effects.

Screen-Quota Bill Likely

According to word from Berlin, there is a likelihood that a bill establishing a screen quota will be reintroduced in the West German legislature. The bill, it was learned, provides a screen quota ranging from 21 to 35 per cent of playing time for German produced films. The bill, it was stated, would not have any injurious affects on the playing time of American films.

RCA Color Meet

Information on the design and production of an improved tri-color television picture tube developed by RCA will be made available to the manufacturing industry at a technical symposium to be held here on July 15, it was disclosed recently by Dr. C. B. Jolliffe, vice-president and technical director of RCA.

Mosher Bill

(*Continued from page 1*)

Theatre Owners of Ohio, aided by the Motion Picture Association of America and other organizations, for exempting newsreels from prior censorship in Ohio. The State Board of Censors, however, will continue to review and pass upon all other films exhibited in Ohio.

Fox Named Reed 'V.P.'

HOLLYWOOD, June 30.—M. Bernard (Ben) Fox was named vice-president of Roland Reed Productions, Inc. Fox affiliated with Reed two months ago for the production and sale of two new television series that he created.

900 Inquiries

(*Continued from page 1*)

night showing of CinemaScope tomorrow for actors exclusively in order to show how the process can help them. Approximately 1,500 exhibitors from all parts of the country travelled all night to see today's demonstration.

Officials of the J. Arthur Rank companies were meeting tonight to discuss CinemaScope and its ramifications.

Morning newspapers today were favorable to the process. The "Times" said that 20th Century-Fox had a right to congratulate itself, "but may they never forget that the size of the canvas cannot make of itself a good picture. The real problems confronting the cinema and CinemaScope will look silly if all it eventually succeeds in doing is putting a very big cart before a very small horse."

'News' Complimentary

The "London Evening News" called it a "revolution in the cinema" and "The Star" noted that the "pictures are viewed without glasses and sometimes have a remarkable illusion of depth." Sir Robert Griffiths, president of the Kinematograph Renters Society, said that "CinemaScope adds tremendously to motion picture entertainment. It is one of the greatest developments in 20 years in our business." Theo Fligelstone, a leading independent exhibitor, said he thought it would "be a revolution to our business."

Other industry and civic leaders expressed similar views.

CinemaScope Set To Be Shown In 4 More Cities

CinemaScope will be demonstrated tomorrow at the Hippodrome Theatre in Cleveland, marking the 15th U. S. showing of the wide-screen process. The system will be shown at the Denver Theatre in Denver on July 7, in San Francisco on July 14 and in Seattle on July 17.

The process was exhibited at the Albee Theatre in Cincinnati yesterday, with Alex Harrison, 20th-Fox home office representative, acting as spokesman for the company.

Fleischer Leases 6 Anderson Theatres

BUFFALO, June 30.—Wally Anderson has leased his theatres in Eldred, Sheffield, Sandy Lake and Marienville, Pa., and in Friendship and Addison, N. Y., to Phil Fleischer of Tonawanda, N. Y. Excluded from the deal is the Anderson house in Mount Jewett, Pa.

3 hrs.
20 min.
AMERICAN
to CHICAGO
NONSTOP
EVERY HOUR ON THE HOUR

Guests at 'Stalag 17' World Premiere

HUNDREDS OF CELEBRITIES, military leaders, industry executives and others attended last night's gala Air Force Association benefit world premiere of Paramount's "Stalag 17" at the Astor Theatre at Times Square. The Billy Wilder prisoners-of-war comedy-drama, starring William Holden, Don Taylor and Otto Preminger, was shown on the Astor's newly-installed giant panoramic screen following colorful lobby ceremonies in which film leaders participated. Among those present at the arc-lighted affair were, (left to right): first photo, Gloria Swanson, Adolph Zukor, Paramount board chairman, and David Levinson, commander of the New York State Wing, Air Force Assn. Center photo: Barney Balaban, Paramount president, and Mrs. Balaban, greeting former inmates of the original Stalag 17, World War II prison camp. Third photo: A. W. Schwalberg, president of Paramount Film Distributing Corp., and Mrs. Schwalberg, the former Carmel Myers, and their children.

'Stalag'

(*Continued from page* 1)

pierced the night sky above the theatre and flooded the front.

Notables of films, radio, TV, the business and military worlds jammed the lobby to participate in pre-premiere ceremonies marked by a special radio program beamed by WOR. Newsreel cameras recorded the activities which included a champagne toast to freedom by several former inmates of Germany's original World War II compound, Stalag 17. The men, all New York Metropolitan area residents, performed inside an Astor lobby "compound" of barbed (rubber) wire.

Leo Peterson Dies, Veteran Exhibitor

RAPID CITY, S. D.—Leo Peterson, 60, owner of theatres at Brookings, Pierre and Redfield, S. D., died here after an extended illness. He was one of the founders of the Blackhills Amusement Co. until 1940 when he sold his interest. In association with Bert Johnson of this city he operated the Grand and State at Pierre and the State at Redfield. He also operated the State and College at Brookings and the Sioux drive-ins at Brookings and Pierre.

Interchangeability For All AA Films

Hollywood, June 30.—All Allied Artists pictures now in production and from now on will be filmed for either standard or wide-screen (1.85 to 1) exhibition, interchangeably, executive producer Walter Mirisch has announced. "Slade" and "Bowery Bloodhounds," now in production, and "Royal African Rifles," completed, come under the new policy.

Anti-'Red' By-Law

(*Continued from page* 1)

House Un-American Activities Committee's questions concerning Communist party membership.

The text of the by-law submitted to the membership reads:

"No person who is a member of the Communist party or of any other organization seeking the overthrow of the Government of the United States by force and violence shall be eligible for membership in the Screen Actors Guild. The application for Guild membership shall contain the following statement to be signed by the applicant: 'I am not now and will not become a member of the Communist party nor of any other organization that seeks to overthrow the Government of the United States by force and violence.'"

Universal Net

(*Continued from page* 1)

after deducting dividends on the preferred stock, the earnings in the 1952 period were equivalent to $1.14 per share on 960,498 shares of common outstanding.

The world gross of Universal increased more than $4,000,000 during the first 26 weeks of this year over the same two quarters of last year. The 1952 period showed gross earnings of $30,377,422 against $34,476,837 for the 26 weeks ended May 2.

Mills to Publish Columbia Scores

Mills Music, Inc., has obtained from Columbia Pictures exclusive rights to publish the scores from all of the latter's films for one year. The deal was consummated by Jonie Taps, Columbia music representative.

Mills will start immediately on the exploitation of the score of "Let's Do It Again," and will follow with the score of "Miss Sadie Thompson."

Disney Deal

(*Continued from page* 1)

Al Lichtman, distribution director of 20th-Fox.

"Lady and the Tramp" will be the first Disney cartoon feature to be filmed in CinemaScope. Successful test shots already have been filmed on this production, according to the Disney studio. It is scheduled for release late in 1954.

Disney said that the filming of Jules Verne's "20,000 Leagues Under the Sea" will be his first live-action venture in the new process. Production will begin late this year.

The name of the third picture to be shot in CinemaScope is being withheld at this time, but it is said to be one of Disney's most ambitious productions.

First of the "People and Places" series to be photographed in CinemaScope will be filmed in Switzerland. Disney is now on his way to England to supervise the completion of a new feature, "Rob Roy," and will then go to Switzerland for the "People and Places" film.

Under arrangements with 20th-Fox, Disney can shoot an unlimited number of shorts in CinemaScope. The initial venture will be one of his "Adventures in Music" series. Several Donald Duck subjects in CinemaScope are also on the agenda.

Disney further is contemplating the projection of "Fantasia" in CinemaScope. This picture, which was the first to employ stereophonic sound, is said to be readily adaptable, with only minor technical changes which are now being made, to CinemaScope production. Both wide-screen and stereophonic sound will be used in the presentation of "Fantasia."

Defer Magna Showing

A private demonstration of the Magna process which was scheduled for last night in Buffalo was postponed. The 65mm. showing was to have been for major company executives.

Tax Relief

(*Continued from page* 1)

the case, the excess withheld is later refunded, just as with individual taxpayers.

MPAA will argue that this withholding is a burdensome operation, and an unnecessary one since the government has no problem in collecting the taxes ultimately from the film companies. William H. Roberts, secretary of the MPAA's foreign tax committee, will introduce Albert A. Fisher, of Loew's, who will make the main argument to the Ways and Means group. Roy C. Kimmerle of 20th Century-Fox and William W. Owens of the Dwight, Royall, Koegel and Caskey law firm will be on hand to help answer committee questions.

Much later in the hearings, MPAA officials will appear on two other subjects: One appearance will be to ask the committee to approve legislation to postpone U. S. taxes on amounts earned by the film companies overseas until those amounts are actually remitted to the U. S.; the other appearance will be to seek better tax treatment of the proceeds from assets sold under the divorcement and divestiture provisions of the anti-trust decrees. In this latter case, the Association will be seeking special relief similar to that granted the public utility companies in the 1930's when they were forced to dispose of subsidiaries under the Public Utility Holding Co. Act.

Brylawski Addresses St. Louis Exhibitors on Admission Tax

ST. LOUIS, June 30. — A special meeting of exhibitors in this territory was addressed yesterday by A. Julian Brylawski, operating head of Warner theatres in Washington, who stressed the importance of continuing the campaign for the elimination of the Federal admission tax. Brylawski had been sent here by the Council of Motion Picture Organizations as part of its continuing campaign against the levy.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 2 NEW YORK, U. S. A., THURSDAY, JULY 2, 1953 TEN CENTS

Sees A Budget Cut for Gov't Films Abroad

Cutback Predicted for Information Division

By J. A. OTTEN

WASHINGTON, July 1.—A House Appropriations sub-committee has cut drastically funds requested by the Eisenhower Administration for the International Information Administration, including the film program.

The Truman Administration had originally proposed appropriations of $114,500,000 for the IIA for the fiscal year which started today. The Eisenhower Administration revised this downward to $87,600,000, and the House sub-committee voted to allow only $60,000,000. The IIA had $88,300,000 for its operations during the 12 months ending yesterday.

If the House sub-committee cut should be sustained by the House and Senate, it would require drastic cutbacks in all IIA divisions, including the film program. The motion picture division had asked $6,400,000 for the

(*Continued on page* 4)

L.F. Erikson Heads 'Voice of America'

WASHINGTON, July 1.—Leonard F. Erikson, New York radio and advertising executive, today was named head of the "Voice of America." His new duties, which he will take over on July 27, will include the revamping of the whole overseas information program of the government, with particular emphasis on radio activity.

The new "Voice" head is vice-president and director of McCann-Erickson, Inc., New York advertising agency. In his new post he will succeed Alfred H. Morton, who will remain with the International Information Administration as consultant to Dr. Robert L. Johnson, director.

Special Holiday Shows on B'way

Special holiday shows will be held on Saturday, Independence Day, at the Paramount, Roxy and the Radio City Music Hall, in addition to a number of other Broadway houses. The Paramount has also scheduled extra shows tomorrow and Sunday.

SRO for 'Stalag' At Astor Opening

"Stalag 17" opened to standing room only business yesterday at the Astor Theatre, where a near record opening day gross of $9,000 was reported.

The terrific opening compares with the first day record gross of $10,000 established in Nov., 1951 by "Battleground" at the Astor. Paramount will launch the Coast engagement of the World War II picture on July 15 at the Warner Theatre, Beverly Hills

Pioneer Hunt Sees Record Prosperity

WILDWOOD, N. J., July 1.—At the opening here of Paramount's "Shane" at the Shore Theatre, William C. Hunt, 81-year-old industry pioneer and head of Hunt's Theatres, said that he felt the combination of three-dimension and wide-film together with improved sound would lead to a period of prosperity greater than any yet enjoyed by the industry. He said further that patrons like 3-D and urged exhibitors to "hop on the bandwagon" and get equipment installed now so as to keep the public enthused with the new media.

Hunt said that four of his company's seven theatres were equipped for 3-D presentation and also that "Shane" was being presented with RCA stereophonic sound and a completely new wide Syncro-screen, making the Shore Theatre the first house in the state to offer its patrons all of these improvements.

Hillside Appeal To Be Based On U.S. Price Act

Despite Judge Sidney Sugarman's ruling that the Robinson-Patman Act does not apply to motion picture films, the plaintiff in the Hillside Amusement case will make the validity of the Act one of the principal points in an appeal that will be filed this month or early in August. Judge Sugarman on Monday granted the defendants their motion for dismissal of the case which had charged discrimination of film rentals against Jacob Unger's Mayfair Theatre in Hillside, N. J. Six distributors were named defendants.

Arthur C. Fink, of counsel for

(*Continued on page* 4)

Tax Repeal Subject At K.C. Compo Meet

KANSAS CITY, July 1.—The Kansas City area meeting of the series set up by the national tax campaign committee of the Council of Motion Picture Organizations was held Tuesday at the luncheon room of the advertising and Sales Executives Club.

Beverly Miller, area chairman for COMPO presided and Julian Brylawski outlined the procedures for bills now in Congress and explained the present situation as to the proposed tax repeal.

The subject of exhibitors' use of Korean Fund trailers also was presented.

Homemade Wide-Screen Wins New Fans: Pickus

After six weeks of operation with his homemade wide-screen process, Alfred Pickus, owner of the Stratford Theatre, Stratford, Conn., said yesterday that his own system, which he calls Amp-O-Vision, is bringing back the "lost audience." Pickus, who is secretary of the Theatre Owners of America, reported that business was still holding up and that there are no signs of a drop-off. A few weeks ago he revealed that patronage had increased 50 per cent since he installed the system.

"I feel that we have recaptured the lost audience," he declared. "More of the older people now are coming back."

Pickus recently brought back "The Greatest Show on Earth." He stated that those who had seen the picture on the regular screen said it looked like a different picture on his wide-screen. This means, he added, that such spectacles as "Quo Vadis," "Samson and Delilah" and "Ivanhoe" can have greater meaning.

"A most important factor to me," he said, "is that we have had people come back who have not been to the theatre for years because of very poor eyesight. Now they are coming regularly."

Schine Seeks New Extension On Divestiture

See D. of J. Opposing Modification of Decree

WASHINGTON, July 1. — Schine Theatres has asked the Federal District Court in Buffalo to extend its deadline for selling some 25 theatres and other properties, and also to modify the earlier anti-trust decree judgment in other respects.

This was revealed by Justice Department officials here. Obviously the fact that Schine has gone to court means that the Department has refused to consent to the circuit's requests and will fight it in court. Justice officials would not comment, however.

Schine's latest divestiture deadline was June 24. At that time, under a Jan., 1952, modification of the original anti-trust decree, it was to have completed all divestitures required under the decree. Justice officials said that as far as they knew about 25 theatres and other properties have not yet been sold as required by the decree.

ABC-TV Proceeds On 'Parade' Pilot

Despite the lack of formal agreement with the American Federation of Musicians, work on the pilot film for the industry's TV promotional series, titled "Hollywood Parade," is proceeding on the Coast.

Officials of the American Broadcasting Co., a division of American Broadcasting - Paramount Theatres, are currently selecting reels from feature films, it was stated.

Meanwhile, an AFM source said it

(*Continued on page* 4)

Equipment Sales Up, Says DeVry

Chicago, July 1.—"Sales recorded during the first six months of 1953 are greater than at any other time in the 40-year-old history of our firm," W. C. DeVry, president of DeVry Corp., manufacturers of motion picture projection equipment revealed here today.

Personal Mention

L. D. NETTER, Altec general sales manager, and E. O. WILSCHKE, operating manager, have returned to New York from Washington.

•

JOHN L. CALVOCORESSCI, partner in Community Amusement Corp. and Manchester Drive-in Theatre Corp., Hartford, has been elected to the executive board of the West Hartford-Quaker Lane Cooperative Nursery School.

•

HERMAN M. LEVY, TOA general counsel, has been appointed a member of a Connecticut commission to study the potential of the aging and to recommend remedial administrative or legislative action.

•

JANET FIRMETH, secretary to CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity manager, will leave New York tomorrow for a vacation in Mexico.

•

CHARLES E. KURTZMAN, Northeastern division manager of Loew's Theatres, has been named a member of the Centennial Commission of the Boston Public Library.

•

MARION GERING, president of G-L Enterprises, and MRS. GLADYS SPERO of New York, will be married in Rome, Italy, in a few days.

•

P. T. DANA, Universal Eastern sales manager, will leave New York today for Upstate New York and Pittsburgh.

•

ED SEGUIN, of the B. & K. publicity department, Chicago, has recovered from an illness of eight weeks.

•

F. R. CRAWLEY, president of Crawley Films, Ltd., Ottawa, has left Canada for a business trip to Europe.

•

EMERY AUSTIN, M-G-M exploitation manager, returned yesterday to New York from Atlanta.

•

JAMES R. GRAINGER, RKO Radio president, will return to New York today from Chicago.

•

JOSEPH PASTERNAK, now in Italy, will return to Hollywood late in July.

Edith Prigozy Joins Al Margolies Firm

Edith Prigozy has joined the publicity and public relations organization of Albert Margolies.

For the last 11 years, Mrs. Prigozy was associated with 20th Century-Fox International Corp. Prior to that she was with United Artists and Gaumont-British.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow on the eve of Independence Day, a legal holiday.**

Reviews

"The Sword and the Rose"

(Disney-RKO Radio)

THIS Walt Disney production is described in a company brochure as a "fictional reading of historical romance." Produced in England under Disney's supervision, the story is set in the early 16th century when Henry VIII was in his fifth year of reign. It concerns the antics of his madcap younger sister, Mary Tudor, and her romance with a commoner, Charles Brandon.

Disney's past successes in the "live action" field should be an important factor in attracting patronage for this production. Its principal drawback, however, is that its moments of excitement are somewhat far apart and that it only occasionally takes full advantage of its potentials—that is, the swashbuckling theme of the story. It was necessary, of course, to keep the dialogue in the verbiage of the era, but at times the characters appear to be reading stilted passages from a book.

From the standpoint of production, the color in Technicolor, the colorful sets and the lavish costuming, the picture meets all requirements. It is handicapped, however, by slow pace and periods of action that come too infrequently. The fact the story was based on the famed classic, "When Knighthood Was in Flower," should be a selling point.

Richard Todd as Brandon and Glynis Johns as Mary Tudor make an acceptable romantic team, while James Robertson Justice is good as King Henry. In an effort to court the friendship of France, Henry maneuvers, through Cardinal Wolsey, played by D. A. Clarke-Smith, the marriage of Mary to the French King Louis XII, portrayed by Jean Mercure. But Mary loves Brandon who has just returned from foreign wars. When Brandon boards a ship to take him to the new world, Mary follows him and pretends to be his page in order to book passage. But the deception is discovered. Brandon is thrown into the Tower of London and Mary is carted off to France to become the bride of the aged King Louis. Buckingham, who is in charge of the Tower and who also is a rival for the affections of Mary, pretends to permit Brandon to escape with the idea of having him killed. The killing misses fire and Brandon lives to win back Mary and to defeat Buckingham, played by Michael Gough, in a duel.

Perce Pearce produced and Kenneth Annakin directed from a screenplay by Lawrence E. Watkin. Others in the cast are Jane Barrett, Gerard Cury, Fernand Fabre, Robert Le Beal, Thomas Heathcote, Hamilton Kelne, John Serret, Brian Coleman and Peter Copley.

Running time, 92 minutes. General audience classification. For August release.

AL STEEN

"Pack Train"

(Columbia)

GENE AUTRY FANS should be happy with this Western. It is a formula product, but a formula that has always been successful. As in the past, Gene and Champion successfully win out against their adversaries after a number of close scrapes.

In this sepia production, Autry is employed by a settlement to act as production chief. He rides into town to purchase supplies and runs into crooked store owners who are bleeding the populace. Even though their service is poor and he realizes they are unreliable, he makes a contract for $5,000 worth of supplies.

His chances for receipt of the shipment are poor to begin with but the discovery of gold in the area skyrockets prices and makes the job even more difficult. With the help of the sheriff he loads his supplies and starts to haul them to camp.

The crooked and revengeful store keepers delay the trip by ambushing the pack train and killing a number of Autry's compatriots. Autry and company finally reach the settlement but not before a little girl at the camp has died because of a lack of medicine. Gene turns back to town to avenge the death. After a number of chases, he meets the villain and captures him following a six-gun and bare-knuckle battle atop a fast-moving train.

At Autry's side during the proceedings is Smiley Burnette, who sings duets with Gene, helps him shoot his way to victory, furnishes the film's lighter moments, and proves to be a friend of the settlers and an enemy of the bandits. Gail Davis and Sheila Ryan are attractively cast as the distaff interests.

Armand Schaefer produced, and George Archainbaud directed, from a story and screenplay by Norman S. Hall.

Others in the cast are Kenne Duncan, Tom London, Harry Lauter, Melinda Plowman, B. G. Norman, Louise Lorimer, Frank Marvin, Norman E. Wescoatt, Tex Terry and Wesley Hudman.

Running time, 57 minutes. General audience classification. July release.

Weekend Vaudeville Set

WATERBURY, Conn., July 1.—Loew's Poli-New England Theatres has inaugurated a Friday-and-Saturday vaudeville policy at the first-run Loew's Poli here.

Tornado Relief Show

CLEVELAND, July 1.—The Capitol Theatre here on July 14 will hold a tornado relief benefit for persons living in the stricken area where damage reached into the millions.

AA Will Start Four Features in July

HOLLYWOOD, July 1. — Four films, one in three dimensions and two in color, will go before Allied Artists cameras during July, it was announced by Walter Mirisch, executive producer.

With William Calihan, Jr., as producer and Ford Beebe as director, "The Green Hills of Idaho" will be the first to roll with July 7 set as the starting date for this production, which will be in color.

The second to go will be "Tabloid," to be produced by Ben Schwalb with Stanley Clements starred. It has been given a July 17 starting date. Producer Hayes Goetz will put "Pride of the Blue Grass" before the color cameras on July 25. The fourth to roll will be "Riot in Cell Block 11," to be filmed in 3-D with Walter Wanger as the producer and Crane Wilbur as the director.

IFE to Represent 14th Venice Festival

The designation of Italian Films Export as United States public relations representative of the 14th Venice Film Festival which will open on Aug. 20 was announced yesterday in Rome by Senator Giovanni Ponti, president of the Venice Biennale, Italian Films Export reported here. Decision was reached last week after conferences between Dr. Antonio Petrucci, festival director, and IFE's public relations director, Jonas Rosenfield, Jr. who returned last weekend from his annual trip to Italy.

Evelove Opens Own Publicity Office

HOLLYWOOD, July 1.—Alex Evelove, who last month resigned as studio advertising-publicity director of Warner Brothers, with which he had been associated for 24 years, has announced the establishment of his own publicity and public relations organization in Beverly Hills.

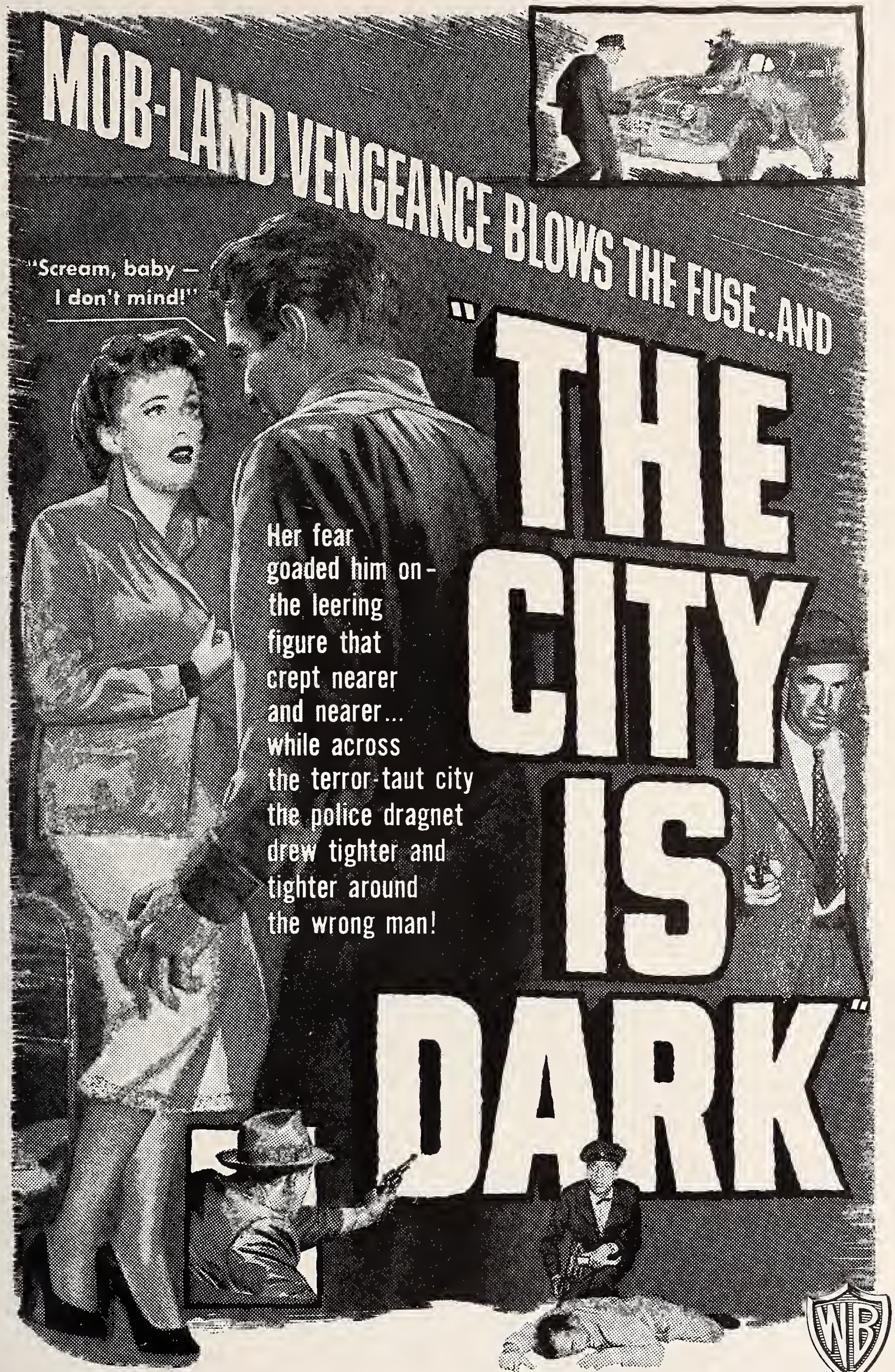
The Evelove organization will handle both film and non-industry accounts.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"Dangerous When Wet"
Esther WILLIAMS • Fernando LAMAS • Jack CARSON
color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

"The Beast From 20,000 Fathoms"
in person
DON CORNELL
FRANK FONTAINE
5 DE MARCO SISTERS
BUD and CECI ROBINSON
BOBBY BYRNE and His Orch
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


MOB-LAND VENGEANCE BLOWS THE FUSE...AND
"THE CITY IS DARK"
"Scream, baby — I don't mind!"
Her fear goaded him on — the leering figure that crept nearer and nearer... while across the terror-taut city the police dragnet drew tighter and tighter around the wrong man!
WB

STARRING

STERLING HAYDEN · GENE NELSON · PHYLLIS KIRK

WITH TED de CORSIA
CHARLES BUCHINSKY
JAY NOVELLO

SCREEN PLAY BY CRANE WILBUR · FROM A SATURDAY EVENING POST STORY BY JOHN AND WARD HAWKINS · PRODUCED BY BRYAN FOY · DIRECTED BY ANDRE de TOTH

WARNER BROS.' TRADE SHOW JULY 8

ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 1:30 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
20th Century-Fox Screening Room
1016 No. 8th St. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 1:30 P.M.

Hillside Appeal

(Continued from page 1)

Unger, said here yesterday that an appeal would be filed shortly after Judge Sugarman signs the findings of fact and conclusions of law in the dismissed case. The plaintiff had claimed that the Robinson-Patman Act, which deals with discrimination of prices, had been violated by the distributors on the grounds that the Mayfair paid higher terms for pictures than those paid by competing Warner Brothers theatres.

Act Ruled Non-applicable

Judge Sugarman ruled that the Act did not apply because pictures are licensed and not sold as pieces of tangible merchandise. It is the plaintiff's contention that the Act covers the distribution and licensing of pictures and will base a large portion of the appeal on that point.

Named as defendants in the case, which was the first in which the sole issue was alleged discrimination of terms, were Paramount, RKO Radio, Warner Brothers, Universal, United Artists and Loew's. The trial was in its 11th week when it was dismissed.

FCC Permit to CBS For Cuba TV Relay

WASHINGTON, July 1. — The Federal Communications Commission has granted to the Columbia Broadcasting System a permit to deliver by direct relay, air or rail express various television programs that are broadcast in the United States over television broadcast stations owned by CBS to television station CTTV, Havana, Cuba, for broadcast in Cuba by CMTV.

The permit covers the period beginning Aug. 1, and ending in no event later than Feb. 1, 1954.

Hersholt Reelected Relief Fund Head

HOLLYWOOD, July 1.—The Motion Picture Relief fund has reelected Jean Hersholt president for the 16th consecutive term. All other incumbents were also reelected.

Midwest ITO Board Meet

KANSAS CITY, July 1. — The first meeting of the new board of directors of the Kansas-Missouri unit of Allied Independent Theatre Owners since the recent annual convention was held here Tuesday. Beverly Milier, recently elected president, presided. Plans for fall activities were discussed.

Cory Para. Salesman

DETROIT, July 1.—Walter Cory, formerly head booker in the Detroit Paramount exchange, has been promoted by Mike Simon, branch manager, to the post of salesman covering Eastern Michigan. Betty Fussner has been named head booker, with Ken Guibord moving up as number one booker.

Cleveland House Closes

CLEVELAND, July 1.—The 1,600-seat Heights Theatre in Cleveland Heights has closed, upon expiration of its lease to Associated Theatres which has been operating it for the past 10 years.

Budget Cut for Films

(Continued from page 1)

year starting today, compared with $6,900,000 received during the past year and $10,200,000 in the 1952 fiscal year.

The International Motion Picture Service is the agency which J. Cheever Cowdin, former Universal board chairman, was recently named to head. Cowdin has not yet formally been sworn in to his new job.

IMPS officials said that the new budget request contemplated for the first time production of a "very few" government propaganda feature films, but that whether or not this program was actually carried through would depend on the Congressional budget action. It was also emphasized that Cowdin has not yet put his stamp of approval on the program for the year ahead.

Only Shorts Thus Far

Up until now, the film program has produced only short subjects in the U. S. and abroad, plus a few feature-length films overseas. No feature-length films have been produced domestically.

"I'd be very much surprised if we could produce very many feature films in this country this year, and we may not be able to produce any," one IMPS official said. He pointed out that out of the $6,400,000 budget request, less than $2,000,000 is for motion picture production and acquisition. Somewhere between $300,000 and $500,000 of this must be spent for purchasing and adapting films from private producers, leaving only about $1,500,000 for production of new films. "A good part of that must go for shorts," this official said. "With what's left, we certainly won't be able to afford very many features, if any."

Castle Attacks Film Program; Offers Substitute Plan

The elimination of the government's film program and the liquidation of the overseas film department were recommended here yesterday by Eugene Castle, former president of Castle Films and now an investment banker.

In an attack on the government's international motion picture services, Castle claimed that his plan would save $2,000,000,000. He also proposed the drastic reduction of the International Information Administration by substituting a small staff of trained newspaper men attached to the State Department and embassies abroad for the purpose of "interpreting our policies and objectives through the foreign press and radio."

Makes Communism Charge

Castle charged that the government's film program has failed to curb Communism and he attacked a report that a representative of the information services had met with industry executives on Tuesday to inaugurate a plan to utilize motion picture companies for the making of features.

It was learned from other sources that Tuesday's meeting touched only lightly on that subject, with no formal plans discussed. The only connection was, according to a person present, that the film men were asked to think of ways in which the industry can help the government in its film program.

TV Channel Goes to Ricketson Group

WASHINGTON, July 1.—The Federal Communications Commission today awarded a Denver television channel to Aladdin Radio and Television Co., the main stockholders of which are Frank H. Ricketson, Jr., president of Fox Intermountain Theatres; Harry Huffman, former Fox Intermountain city manager, and Ted Gamble.

The Commission upheld an FCC examiner's recommendation that Channel 7 go to Aladdin rather than to Denver Television Co., in which the principal stockholders are Denver exhibitor John Wolfberg and actor James Stewart.

Mrs. Bamberger, 87

Mrs. Theresa Bamberger, 87, mother of Leon Bamberger, sales promotion manager for RKO Radio, and Herman C. Bamberger, executive with Phil Smith Theatres, St. Louis, died Tuesday night in New Rochelle. She is also survived by two sisters, four grandchildren and four great-grandchildren. Funeral services will be held tomorrow in Indianapolis, at Rubens Funeral Home.

Butler Drive-in to Vestal

CHICAGO, July 1.—John Vestal has purchased the Ski-Way Drive-in, in Danville, Ill., from Jack Butler, who recently enlarged it to accommodate more cars. Arthur Gould will continue to buy and book for the new owner.

Canals in Far East RKO Radio Post

Ricardo Canals, who since 1949 has been manager for RKO Radio in the Philippines, has been appointed supervisor of the Far Eastern division, effective July 6, it was announced by Alfred Crown, foreign manager. The post has been open for some time. He also will act as manager for Japan, replacing William Schwartz, who has been given a new assignment with the company.

Canals leaves this morning for Tokyo, his headquarters.

Legion Classifies 2 as 'B,' 7 as 'A'

"Arrowhead" and "Let's Do It Again" have been given a "B" classification by the National Legion of Decency.

"Dream Wife," "Journey to Love" and "Ride, Vaquero" have been placed in Class A, Section 2, while in Class A, Section 1 are "Dangerous Crossing," "Column South," "Loose in London" and "Yellow Haired Kid."

Zala Goes to AA

Michael Zala has been named by Harry Goldstein, Allied Artists Eastern publicity manager, to handle advance exploitation in connection with the opening of the company's first 3-D film, "The Maze," at the Palace in Cleveland, Strand in Akron, Ohio in Canton, Warner in Youngstown, Madison in Detroit, and in theatres operated by the Butterfield circuit.

'Parade' Pilot

(Continued from page 1)

would be unlikely that a formal agreement will be reached until AFM president James Petrillo's return from Europe in two or three weeks. ABC-TV is expected to make counter proposals to AFM's initial insistence that the regular AFM TV terms be adhered to in the program. AFM's provisions regarding the telecasting of feature films calls for payment of $25 for each musician, in addition to the payment of five per cent of program proceeds to the AFM fund. In its discussion with AFM officials, when conferences are renewed, ABC-TV officials are expected to point out that revenues of the proposed series will be allotted to the Motion Picture Relief Fund, in which the AFM participates.

Excerpts to Be Telecast

It will also be strongly pointed out that only portions of films will be telecast in the projected series, co-sponsored by the Motion Picture Association of America.

29 Franchise Deals Closed by Favorite

Favorite Attractions has closed deals for franchises in 29 cities for the distribution of product acquired from the Bank of America, president Moe Kerman disclosed here yesterday. The 29 franchised distributors constitute the maximum number of offices that will handle the pictures. The first two sets of twin programs consist of "Body and Soul" and "Four Faces West" in one package and "Ramrod" and "Northwest Stampede" in the other.

The first set has been booked by the RKO circuit in New York, and by Century, Skouras, Brandt, J. J., and others, Kerman said.

CinemaScope Set in Cleveland Today

Fred Pfieff, Altec headquarters engineer here, has been assigned by E. O. Wilschke, operating manager, to supervise a CinemaScope demonstration at the Hippodrome, Cleveland, today, and to conduct a stereophonic sound clinic.

The clinic will be the seventh in a series in conjunction with CinemaScope showings.

'Industry Conscious Of Shortcomings'

Washington, July 1.—Rep. McDonough (R., Calif.) inserted in the "Congressional Record" today the text of Motion Picture Association of America President Eric Johnston's recent annual report to the MPAA board, which he termed "an excellent analysis of the motion picture industry and its future as one of the major industries of our nation." McDonough said it was "interesting to note that the industry is conscious of many of its own shortcomings and is overcoming many of its deficiencies in order to meet the demands of the public for entertainment, education and cultural development."

McDonnell Resigns From MPAA Post

The resignation of Col. Richard McDonnell as special representative for the Motion Picture Association of America has been submitted.

An MPAA spokesman yesterday stated that no replacement has been designated as yet.

McDonnell, who specialized in Far Eastern problems, was instrumental in negotiating the deal with the Japanese Government under which $6,000,000 in frozen funds was released to American film companies.

'Prince' Plans Set; Broidy to Coast

Steve Broidy, president of Allied Artists, returned to the Coast from here last night after finalizing production details on "Black Prince" with Robert Clark, managing director of Associated British, London. "Black Prince" will be filmed in England jointly by Allied Artists and Associated British, starting in September.

The budget, script and other details were approved. Broidy would not reveal the amount of the budget but declared that it would be in a high bracket.

$1,225,000 Goal for Charity Unit

Hollywood, July 1.—The Permanent Charities Committee's 1954 campaign will have a $1,225,000 goal, according to the budget set up by a committee under the chairmanship of Carl Cooper which included representatives of PCC's 12 constituent industry groups. The budget report proposed the inclusion of 17 major charitable organizations among PCC beneficiaries.

Mage Will Retain Rialto Operation

The operation of the Rialto Theatre at Times Square will be retained by James J. Mage, president of Rialto Films, Inc., a spokesman for Mage stated yesterday.

The disclosure came following a series of conferences between Mage and Arthur Mayer, former owner who subleased the house, on the question of contractual commitments. The sublease, it was stated, has another two years and four months to run.

RKO Bldg. Is Now The Americas Bldg.

New York's RKO Building will be known hereafter as the Americas Building. Marble slabs with the building's new name chiseled into the stones have been placed on each side of the remodeled entrance. The lobby has been completely modernized.

36 'Second Chance' Dates Are Listed

The first 36 playdates on RKO Radio's first 3-D film, "Second Chance," have been set to begin July 15, Charles Boasberg, general sales manager, disclosed yesterday. A heavy cooperative advertising schedule will back each opening, he said.

Playdates include July 15, Philadelphia, Baltimore, St. Paul, Minneapolis, Des Moines, New Orleans, Sioux City, Cedar Rapids, Omaha, Washington, Boston and Providence. July 16, Cincinnati, Columbus, Dayton, Buffalo and Pittsburgh. July 17, Dallas. July 22, Los Angeles, Rochester, San Francisco, Syracuse, Lowell, Denver, Davenport, Marshalltown, Trenton and Richmond. July 23, Cleveland. July 24, Lawton, Okla. July 27, Hollywood and Atlantic City. July 29, Dubuque and Waterloo. August 6, Grand Rapids.

Reviews

"Gun Belt"

(United Artists)

THE action is more than adequate in this Western. Built around a simple story line, the film holds many moments of suspense and is generally interesting throughout. The color by Technicolor is an added entertainment ingredient.

The Global Productions picture opens with George Montgomery, a reformed outlaw, being framed by his own brother, played by John Dehner. The motive for the nefarious deed is to get Montgomery to join in the robbery of a stage coach. The frame-up is staged in a local bank and so incenses the citizenry that an attempt is made to lynch Montgomery. The hero escapes and in order to prove his innocence he joins the outlaw mob.

Playing supporting roles are Tab Hunter, as a young nephew of Montgomery, and Helen Westcott, the girl he wants to marry. It is through these characters that Montgomery's struggle is highlighted. The girl acts as his emissary with the law, informing the sheriff of his bold plan to expose the gang. The young nephew acts as a counterpoint to Montgomery, alternatively friendly and hostile, and finally, when the chips are down, seeing the error of his ways.

The gunplay and fighting will win the cheers of the Western-film set.

Others in the cast are John Dehner, William Bishop, Douglas Kennedy, Jack Elam, Joe Haworth, Hugh Sanders and Willis Bouchey. Ray Nazarro directed from a screenplay by Richard Schayer and Jack Dewitt, based on a story written by Arthur Orloff.

Running time, 77 minutes. General audience classification. Release date, July 24.

MURRAY HOROWITZ

"Safari Drums"

(Allied Artists) *Hollywood, July 1*

AFTER THE EARLY SEQUENCES in which the human characters predominate, the action swings to jungle animals. Written, produced and directed by Ford Beebe, this Bomba feature is good entertainment in its class. Johnny Sheffield plays the Bomba role and is ably supported by Douglas Kennedy, Emory Parnell, Paul Marion, Leonard Mudie and Barbara Bestor. The high point of animal conflict is a fight between a lion and a tiger, but there are other events almost as exciting in which elephants, giraffes, crocodiles and monkeys participate.

Beebe opens his picture on a novel note with an amateur movie-making safari screening footage at a government station in Africa prior to pushing inland to film additional animal scenes. The safari tries to get Bomba to act as guide, but he refuses until he learns, by drum-telegraph, that the safari includes a murderer and the government wants the safari detained until police can catch up with it. Bomba agrees to stay with the safari and give his guidance in return for a promise that his animal friends will not be killed unnecessarily. Kennedy, the murderer, violates this promise, killing a lion wantonly; another lion dispatches him a few minutes before the police arrive to arrest him. It plays better than it reads. Others in the cast are Smoki Whitfield and Russ Conway.

Running time, 71 minutes. General audience classification. June release.

"The Great Sioux Uprising"

(Universal)

A WESTERN, CUT TO ORDER for the action fan, is offered in "The Great Sioux Uprising," starring Jeff Chandler, Faith Domergue and Lyle Bettger. This production, dealing with the problem of finding horses for the Union cavalry during the Civil War, is standard outdoor make-believe for which the script never measures up to the lovely color by Technicolor nor to the forthright playing of the cast.

Chandler appears as a former Union Army surgeon who has left a battle after having been wounded, and lost his confidence as a doctor. Traveling West, he meets up with Miss Domergue, a pretty rancher engaged in rounding up Union cavalry mounts, and Bettger, who is engaged in the same activity but not quite so ethically. When Bettger rustles some 300 head of sacred Sioux stock, the Indians threaten to go on the warpath on the side of the Confederates.

Chandler, of course, is successful in preventing the great uprising, in the process regaining his medical confidence, but not before quite a bit of blood has been spilled and he and Miss Domergue have had quite a few close brushes with death, both at the hands of the Indians and the rustlers.

The principals behave with proper gusto against the handsome Western scenery. Supporting them are Peter Whitney as a noble, Bible-quoting blacksmith; John War Eagle as the hard-put Sioux chief, and Stacey Harris, a dastardly villain in the pay of Bettger. Lloyd Bacon directed with emphasis on action. Albert J. Cohen produced, with Leonard Goldstein credited as associate producer.

Running time, 80 minutes. General audience classification. For July release.

Short Subject

'Prowlers of the Everglades'

(Walt Disney—RKO Radio)

AVAILABLE in wide-screen or standard size, this time Walt Disney's incredibly capable camera men have explored with infinite patience and in the utmost intimacy the wild life of the Florida Everglades, described in the narrative as "the spot that time forgot" and seeming very much like just that as caught for the screen. This is as faithful and precise as any of the Disney subjects in kind have been, but it is not so light in tone or charming as to theme.

Although the camera covers the habits and deportment of many of the colorful birds that have their existence in the Everglades, the central character is the deadly alligator ruling over the area and devouring all varieties of birds, animals and fish with total impartiality.

The alligator is an ugly critter, even in Technicolor and under a clever lens, and the narrator wisely refrains from trying to make him seem otherwise. The theme, of course, is the ceaseless search of the wild things for sustenance and safety, the cycle of attack and defense, and there is no way to make this a pretty thing either. The subject is excellently made and vastly informative, but there is no use in any exhibitor's telling his people it's pleasant. Running time, 32 minutes.

Columbia's 9th 3-D To Be 'Main Event'

Hollywood, July 1. — Columbia has scheduled as its ninth 3-D picture "The Main Event," from an original by Roy Huggins.

Columbia's first three-dimensional release was "Man in the Dark," followed by the current "Fort Ti," and the forthcoming Randolph Scott starrer, "The Stranger Wore A Gun." Currently in production are "Miss Sadie Thompson" and "Gun Fury," to be followed by "The Nebraskan," "Drums of Tahiti," "50 Fathoms Deep" and "The Main Event."

Three Added, Two Shifted by Altec

Three technicians have been added to the staff of Altec Service Corp. by E. O. Wilschke, operating manager. R. H. Pfotenhauer will serve the Southwest division, from Dallas; D. L. Merrill, the Eastern division, at Newark, and R. Favor has been added to the Chicago staff.

Shifts in the Altec engineering personnel include the moving of J. H. Clark from Salt Lake City to Denver, and R. K. Reagan, from Columbus, Ohio, to the West Coast division.

Rogers Honolulu Date

Hollywood, July 1.—Roy Rogers and Dale Evans will fly to Honolulu on July 21 preparatory to opening Aug. 4 at the Civic Auditorium for Fred Matsuo Productions. Pat Brady, comedian, and four novelty acts, together with the regular Rogers staff, will accompany them.

Scholarship Fund Post to Downing

Russell V. Downing, president of Radio City Music Hall, has been appointed chairman of the Motion Picture Industry Scholarship Fund at Yeshiva University in New York City.

Downing announced that the following have joined the committee which is now in formation: Honorary chairmen, G. S. Eysell and George J. Schaefer; committeemen Barney Balaban, Robert Benjamin, Max B. Blackman, Nate J. Blumberg, Harry Brandt, Leo Brecher, Jules W. Catsiff, Robert Christenberry, Max A. Cohen, Jack Cohn, George Dembow, Simon H. Fabian, William Gehring, Leonard Goldenson, Irving Greenfield, Ben Kalmenson, J. H. Lang, Al Lichtman, Nick Matsoukas, Charles C. Moskowitz, Burton Robbins, Samuel Rosen, Jacob Salzman, Adolph Schimel, Abe Schneider, Sam Schneider, Alfred Schwalberg, George P. Skouras, Spyros P. Skouras, Spyros Skouras, Jr., Robert M. Weitman, and William Zimmerman.

Directors Nominated By Kentucky ATO

LOUISVILLE, July 1.—The nominating committee of the Kentucky Association of Theatre Owners has nominated new directors, of the association as follows:

First district, Jack Keiler, Paducah; second district, W. E. Horsefield, Morganfield; third, D. Irving Long, Louisville; fourth, C. K. Arnold, Bardstown; fifth, Tom Hill, Covington; sixth, A. N. Miles, Eminence; seventh, J. E. Isaac, Cumberland; eighth, John Keck, Sandy Hook, and ninth, Foster Lane, Williamsburg.

Directors at large nominated are: Andy Anderson, Hartford; Robert Enoch, Elizabethtown, and Mrs. Clyde Marshall, Columbia.

The annual election of directors will be held July 10.

Ned Greene, Leon Pickle, C. R. Buechel, W. D. Aspley, J. Van Snook, Gene Lutes, L. O. Davis, W. E. Cain, Mrs. O. J. Minnix and Bob Cox were elected a year ago for two year terms so they are holdovers.

Carrier Attacked On Tariff Filing

COLUMBUS, O., July 1.—Annual statements of Huntington-Cincinnati Truck Lines, film carriers, were filed only after a new tariff went into effect, charges Robert Wile, Independent Theatre Owners of Ohio secretary. Wile said that statements for 1951 and 1952 were filed eight days after the new rates went into effect and that the carrier had not filed annual statements, as required by Ohio law, for six years. Wile said the carrier "made huge profits during those years and has a substantial surplus." These facts would be brought out in a hearing before the Public Utilities Commission of Ohio, said Wile.

Five-Month Exports From Canada Decline

OTTAWA, July 1.—Canadian exports of films during the first five months of 1953 totaled $1,832,000, compared with $1,972,000 for the corresponding period of 1952, according to government reports.

Asides & Interludes

—by James Cunningham

THE CURRENT UPSET IN EAST BERLIN, coming for months, and resulting in a not too mild revolution, brings to mind Terry Ramsaye's tale about Russia and revolutions.

One morning, many years ago, Lewis J. Selznick awoke to discover that the news headlines screamed of revolution in Russia and the overthrow of the Czar. Selznick wrapped a brocaded silken dressing gown about him, rang for Ishi and demanded tea from the samovar. A secretary came panting, pencil poised, to take dictation. It was a cablegram, sent paid, which, translated from the Russian read about thus:

NICHOLAS ROMANOFF
PETROGRAD RUSSIA

> WHEN I WAS POOR BOY IN KIEV SOME OF YOUR POLICEMEN WERE NOT KIND TO ME AND MY PEOPLE STOP I CAME TO AMERICA AND PROSPERED STOP NOW HEAR WITH REGRET YOU ARE OUT OF A JOB OVER THERE STOP FEEL NO ILLWILL WHAT YOUR POLICEMEN DID SO IF YOU WILL COME NEW YORK CAN GIVE YOU FINE POSITION ACTING IN PICTURES STOP SALARY NO OBJECT STOP REPLY MY EXPENSE STOP REGARDS YOU AND FAMILY
>
> SELZNICK
> NEW YORK

☆ ☆ ☆

Paramount's Jerry Pickman sent Charley Franke, a Paramount press planter, to our office, the other day, with the news that there is a striking resemblance between actor Tony Curtis and the late Harry Houdini, who Tony portays in Paramount's new production, "Houdini".

Charley told us, with great enthusiasm, about how his company's "Houdini" shows Tony depicting Houdini's water-torture act, wriggling out of handcuffs, safes, strait-jackets, jails, sealed chests dropped to the bottoms of rivers, and one from a sealed postal bag, and from the belly of a whale.

Jerry Pickman and Charley Franke, though, are hiding a mighty important factor in the life of Houdini, born Harry Weiss, which they hope their Tony Curtis, born Bernard Schwartz, will revitalize.

In 1919 a quartette of brave conspirators met to form Supreme Pictures Corporation to rehabilitate the status of the motion picture serial-play with a master effort in mystery and detective story thrills. It was to be a multi-million dollar corporation, etc., etc. In electing officers, they decided to leave the presidency to the toss of a coin.

Louis Grossman, the business man of the party, flipped a quarter in the air. It struck the desk and rolled off on the floor.

Then the august directors of that multi-million dollar corporation spent a half hour on hands and knees searching for the missing twenty-five cents.

The baffled searching party also included John W. Grey, mystery scenario writer, Arthur B. Reeve, author of detective tales, and—Harry Houdini.

They never did find the quarter.

☆ ☆ ☆

Iowa-Nebraska Allied Theatre Owners reports that Jim Gray, manager of the Iowa Theatre at Jefferson, Iowa, put a little notice in his last calendar-program (mailed monthly) stating: "Notice! Due to the increased cost of printing and mailing, taxes and inflation, this publication now comes to you twice as free as it used to."

☆ ☆ ☆

Bruce Trinz, in Chicago, knows the name of an exhibitor who removed half the seats in his theatre to give patrons more leg-room, and found the new arrangement so successful, he's thinking of removing the other half.

The owner of a chain of theatres whose wife just gave birth to a second child, is about to close one of his theatres to meet the added expense of the new arrival.

Would you believe that our information desk was queried by a waspy old wisp who wanted to know who starred in that Coronation movie?

Don Roth's New Blackhawk Cafe in Chicago received some mention in this column a few weeks ago by virtue of his new "3-D Drinks—with Glasses." Now he's selling "Ginerama."

In Gretna, Louisiana, there is a place called the Hook and Ladder Cemetery. Founded, no doubt, by a pessimist.

Film director Felix Feist is threatening to write a song with the sobering title: "Hand Me My Polaroids, Mother, So I Can Read the Movie Reviews."

Si Fabian's ace Palace Theatre in Albany, New York, boldly advertised: "New 3-D Comfort For Our Patrons in Permanent-Type Plastic Frame 3-D Glasses That Really Fit. Also, 'A Sight Case of Larceny.'"

George Sidney, that Hollywood fellow, comes up with another 3-D movie system. He calls it MyopiaScope, sponsored by the Eye Doctors of America.

☆ ☆ ☆

Lloyd Bacon has a great idea for a show business innovation in the form of a combination drive-in theatre and trailer camp—stay as long as you like! "It'll be the first time in history," the director says, "that a theatre can advertise a single bill of 3,421 features, 1,004 comedies, and 104 newsreels!"

Greek Devaluation Hits U.S. Industry

WASHINGTON, July 1.—The recent devaluation of Greek currency may have cost U. S. film companies substantial amounts of money, according to Commerce Department film chief Nathan D. Golden.

The devaluation, from 15,000 to 30,000 drachmas to the dollar, came just as film companies were getting ready to remit about $58,000 of royalties from the fourth quarter of 1952. The effect of the devaluation was to force the film companies to put up twice as many drachmas for the same amount of dollars, cutting their balances.

Devaluation found the companies with something like 10,000,000 drachmas in blocked deposits, according to Golden. The devaluation cut the dollar value of these deposits in half.

The allocation for print costs and royalties for the theatrical year ending today is $500,000, and the Foreign Trade Administration and Ministry of Commerce have recommended an increase to $600,000 for the year starting tomorrow. This is still under study by the Bank of Greece, with an early favorable decision hoped for, Golden said.

Amusement Tax Up In 2 Ohio Cities

COLUMBUS, O., July 1.—Columbus and Cincinnati theatres showed slight gains in municipal admission tax collections during 1952 as compared with 1951, reported the Independent Theatre Owners of Ohio in a statewide survey. All other major cities and most smaller towns showed declines in collections.

Cincinnati theatres gained 1.6 per cent while all Cincinnati amusements gained .7 per cent. Columbus theatres gained .4 per cent, while admission taxes collected for all amusements declined 3.9 per cent, showing that theatres gained on other forms of entertainment.

Cleveland Loss 1.7%

Amusement tax loss for Cleveland was 1.7 per cent. Figures for Cleveland theatres are not available. Akron theatres declined 15 per cent while all amusements dropped 30.8 per cent. Canton theatre collections dropped 12.2 per cent as compared with an overall loss of 8.7 per cent. Youngstown theatres declined 6.8 per cent and all amusement declined 5.4 per cent.

Only eight small Ohio cities dropped more than 20 per cent. These include Clyde, Circleville, Wooster, Xenia, Conneaut, East Cleveland, Urbana and Lorain. Six Ohio cities and towns have repealed municipal admission taxes since January. These include Galion, Greenville, Mansfield, Medina, Miamisburg and Steubenville.

Hall to Open at 8:45 AM

To accommodate holiday audiences Radio City Music Hall will open its doors at 8:45 A.M. Saturday with extra performances of "Dangerous When Wet" and the stage show.

V. C. Tourney Aug. 24

INDIANAPOLIS, July 1.—The annual golf tournament of Indianapolis Variety Tent No. 10 will be held on Aug. 24 at the Indianapolis Country Club. Claude McKean will be chairman.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 3 NEW YORK, U. S. A., MONDAY, JULY 6, 1953 TEN CENTS

S-W Wins Six Month Delay On Divestiture

24 Theatres Still to Be Sold Under Decree

WASHINGTON, July 5.—The Justice Department has given Stanley Warner a six-month extension—until Jan. 4, 1954—to dispose of 24 theatres which remain to be sold under the original Warner consent decree.

Justice officials said the circuit has sold 30 of the 54 theatres required to be sold under the decree, half by Jan. 4, 1952, half by Jan. 4, 1953.

Warner got a six-months' extension on the deadline for disposing of the first half and met that deadline in July, 1952. The deadline for the remaining half was extended from Jan. 4 to July 4, prior to the extra six-month extension granted on Friday.

Talks Underway in Brazil to Unfreeze Multi-Million Debt

High level conferences with Brazilian government officials, looking towards the unblocking of from $10,000,000 to $14,000,000 due to American film companies, are currently underway in Rio de Janeiro, according to word received here from Robert J. Corkery, executive in the international department of the Motion Picture Association of America.

Corkery left here for Rio de Janeiro recently, following the issuance of an order prohibiting the Bank of Brazil from paying the indebtedness due American film companies from the $300,000,000 loan granted to

(*Continued on page* 4)

$1,750,000 Gross For Cinerama Here

"This Is Cinerama" is now in its 10th month on Broadway.

Since the new medium opened last October at the Broadway Theatre, recently switching to the Warner Theatre, "This Is Cinerama" is said to have played to 635 sell-out performances out of a total of 675. It has been seen by 900,000 people who have

(*Continued on page* 4)

20th Century-Fox Finds Oil on Its Studio Land; Drilling Starts Soon

Hollywood, July 5.—CinemaScope motion pictures are not the only products of 20th Century-Fox's studios at Westwood. The company has struck oil on its studio property!

About 15 months ago a wholly-owned subsidiary of 20th Century-Fox entered into a lease on a royalty basis with Universal Consolidated Oil Co. for the exploration and development of oil and other hydrocarbons on studio property. A proposed drilling program contemplates the drilling of 13 wells from a single drill site. Drilling will not interfere with customary studio activities.

Drilling could not be started until authority was obtained from the City of Los Angeles. This authority has now been granted. Universal Consolidated intends to commence drilling within 30 days.

Early Consideration of Mason Bill Is Promised

By J. A. OTTEN

WASHINGTON, July 5.—Senate Finance Committee Chairman Milliken (R., Colo.) has promised to "expedite" committee consideration of the Mason admission tax relief bill if it passes the House.

He admitted, however, that he did not have any "certain assurances" that the bill would reach the Senate this year.

The Mason Bill would exempt motion picture theatres from the 20 per cent Federal admission tax. It is considered likely that House Ways and Means Committee Chairman Reed (R., N. Y.) will call the bill up for a vote in his committee once the excess profits tax dispute is disposed of this week.

Millikin's statement was made during a Senate debate on the Reciprocal Trade Agreements Bill. Senator Kerr (D., Okla.), a member of the Finance Committee, offered the provisions of the Mason Bill as an amendment to the Reciprocal Trade Agreements Bill. He finally withdrew the amendment, at the request of

(*Continued on page* 2)

$7,500,000 Gross Seen for 'Chance'

A rental gross of $7,500,000 for "Second Chance," RKO Radio's first 3-D production, is predicted by James R. Grainger, company president. The Edmund Grainger production, which has color by Technicolor, stars Robert Mitchum, Linda Darnell and Jack Palance. Grainger returned from the Coast over the weekend.

James R. Grainger

He said that "'Second Chance' will be the medium of establishing once and for all that 3-D can be a great asset—not just a gimmick—which will enhance the value of a proper story. I believe that the success of this film will send other major companies scurrying for properties lending themselves to 3-D for their big name players."

Grainger commended the production progress at the studio under the guidance of C. J. Tevlin, pointing out that since his ascendancy to the presidency of the company, Tevlin had kept a minimum of one, and usually two films before the cameras at all times. "The future of this company is bright," he added.

Roth Is Named UA Liaison on Coast

Leon Roth has been named publicity coordinator for United Artists in Hollywood, by U. A. vice-president Max E. Youngstein. The appointment was made, said U. A., to broaden promotion collaboration between producers and the company.

Roth, assistant publicity manager here for the past two years, will move to Hollywood in the fall to serve as publicity representative for the home office. His activities will be under the direct supervision of Francis M. Winikus, national director of advertising-publicity.

The publicity operations which Roth

(*Continued on page* 4)

SBC Wants Clarification Of D.J. Report

Justice Dept. Study Of Trade Called Vague

WASHINGTON, July 5.—A Senate Small Business sub-committee investigating film industry trade practices has decided that a Justice Department report is "vague" and "unsatisfactory," and has asked D. of J. anti-trust division officials to appear at public hearings to answer further sub-committee questions.

The request was sent out by sub-committee chairman Schoeppel (R., Kans.) to Stanley N. Barnes, head of the anti-trust division of the Justice Department. Schoeppel indicated he would like Barnes and his aides to appear before the sub-committee late this week, possibly Friday.

Sub-committee hearings ended

(*Continued on page* 4)

20th Studio Goes All-Out to Meet 'Robe' Deadline

HOLLYWOOD, July 5.—The 20th Century-Fox studio has been put on a 24-hour operational basis in order to expedite the final phases of getting the company's first CinemaScope production, "The Robe," ready for special pre-release engagements starting Sept. 1, it was disclosed here by Darryl F. Zanuck, vice-president in charge of production.

The order expressly affects the music department, re-recording, special effects, and other technical groups which have been geared to proceed

(*Continued on page* 4)

UA Foreign Meet In London July 20

A convention of United Artists' foreign sales representatives will be held in London starting on July 20. Seventeen countries in Europe, the Near East, India and Australia will be represented. Arnold Picker, vice-president in charge of foreign distribution, will preside. He sailed on Friday on the S.S. Nieuw Amsterdam

(*Continued on page* 4)

Personal Mention

N. J. BLUMBERG, chairman of the board of directors of Universal Pictures, left here at the weekend for the Coast following a two-week stay.

•

Virginia Ruth de Rochemont, daughter of film producer Louis de Rochemont, was married on Thursday to Raymond McReel, president of A. E. McReel Co., in St. John's Church, Portsmouth, N. H.

•

Guthrie F. Crowe, formerly president of the Kentucky TOA, who resigned to accept a Federal judgeship in the Panama Canal Zone, is vacationing in Kentucky.

•

Robert J. Pritchard, formerly of 20th Century-Fox's exchange in New Haven, is now serving with the U. S. Marines at Camp LeJeune, N. C.

•

H. M. Bessey, executive vice-president of Altec Service Corp., has returned to New York from a trip through Minnesota and Indiana.

•

Dick Cook, manager of the motion picture department of "Pictorial Review," has returned here from the Coast.

•

Harry Truman and Margaret Truman saw Cinerama Friday night at New York's Warner Theatre.

•

David Cantor, RKO Radio's director of exploitation, will return here today from Cincinnati.

•

Bing Crosby is due to arrive here today from France on the S.S. Liberte.

•

Victor Saville, producer, left here yesterday for Europe.

Chicago's Theatre Tax Income Gains

Chicago, July 5.—This city's three per cent amusement tax figures, just released, indicate a continuing rise in gross theatre receipts, a development of recent months after a steady decline since late 1948, when the tax first was assessed. Theatre tax collections for June, on May receipts, were $85,922, compared with $81,491 in the previous month on April receipts, and $82,829 for June of 1952.

Total theatre tax collections for the year to date are $518,857, up about 4½ per cent from the $509,684 for the corresponding period last year.

The increase is noteworthy in that many theatres have closed here in the past year, indicating that the smaller number of theatres remaining have managed to not only take up the slack, dollar-wise, but have improved their gross business to a point where fewer theatres are handling more revenue, with such items as advanced prices and more houses playing in the first outlying runs contributing to the general upward trend in receipts.

Review

"Spaceways"

(Lippert) *Hollywood, July 5*

WITH HOWARD DUFF as the best selling name and a capable cast of British players, this picture stacks up as one with bright box-office prospects on all counts. It is a science-fiction vehicle dealing with rocket ships and it displays some resourceful imagination. Eva Bartok is the romantic interest. Along with her, Alan Wheatley, Philip Leever, Michael Medwin and Andrew Osborn turn in portrayals that add much to the impact of a story that probably can't happen for a long time.

The picture was produced in England by Michael Carreras and directed by Terrence Fisher, from a script by Paul Tabori and Richard Landeau, adapted from a radio play by Charles Eric Maine. The setting is a secret experimental station somewhere in the British Isles where Duff, an American scientist, is collaborating with the English in constructing a rocket to rise 1,000 miles and stay there, for use as an island in the sky for purposes of war, etc.

When an experimental model is ready for testing, it is discovered that Duff's wife and one of his fellow scientists have disappeared, presumably together, and probably with the secrets of their rocket findings to convey to another nation. Wheatley, called in to investigate, forms a theory that Duff may have murdered the pair and secreted their bodies in the rocket, which has remained aloft. Duff, to clear himself, determines to ride the next rocket aloft to bring the first one down—and certainly that's as far as a science-fiction story should be synopsized.

Others in the cast are Cecile Chevreau, Anthony Ireland, Hugh Moxey, David Horne, Jean Webster-Brough, Leo Phillips and Marianne Stone.

Running time, 76 minutes. General audience classification. Release date, not set.

Mason Bill Consideration

(*Continued from page* 1)

Millikin, but in the meantime, an interesting exchange had taken place, demonstrating great interest on the part of Senators in admission tax relief.

Offering his amendment, Kerr said he had hoped that the Mason Bill would have passed the House by this time, but "this has not happened and the session is now drawing toward a close."

Kerr said he felt that the admission tax was "one of the most burdensome of the present excise taxes." He declared that "the situation has become so critical for motion picture theatres that it should certainly be corrected during this session of Congress." He then urged Millikin to accept the amendment and take it to conference with the House.

In reply, Millikin said he regretted he could not do this. "I am thoroughly conscious of the deep trouble the motion picture people are in," he declared, "and it is not getting any better. A bill is pending in the House, but I cannot say that I have certain assurances that it will reach the Senate. It involves an enormous sum of revenue, and I believe the subject ought to be considered separately and carefully when the House bill comes to the Senate."

Milliken Seconds Kerr

Millikin agreed with Kerr that the admission tax is "burdensome and oppressive," and declared that "I think it would be highly advisable if we could get rid of it consistent with all of our fiscal requirements." He declared he felt "a deep sense of sympathy with the problems of the moving picture operators."

Senator Ferguson (R., Mich.) supported Kerr, declaring that theatre owners are having "great financial difficulty." He said that as a member of the Senate Small Business Committee studying the film industry, he was especially aware of the problem and felt that "the moving-picture people need relief."

Millikin said he did not think the House would accept the amendment if the Senate put it on the trade bill. Pointing out again that the Ways and Means Committee had before it the Mason Bill, he declared that he thought the House Committee "would be especially sensitive to an effort by the Senate to prod them by sending something to them on which they are already working." He asked Kerr to withdraw the amendment.

Kerr reluctantly agreed, saying that he had hoped Millikin would take the amendment to conference, but that "if he cannot do so, in view of his comforting reassurances that we will be permitted to have a bill before us in the near future in connection with which this matter can be considered, I will not press the amendment."

Admission Taxes Down, but High

May admission tax collections, reflecting April business, were off from April collections but were still the second highest this year.

The Internal Revenue Bureau said general admission tax collections in May amounted to $23,410,788, compared with $25,160,355 in April and $25,221,046 in May last year.

Total admission tax collections, including roof garden and cabaret taxes and taxes on various overcharges and leases as well as the general admission taxes, amounted to $27,509,713, compared with $29,175,190 last May, the Bureau said.

Prizes to Feldman 'U' Drive Winners

Universal Pictures division, district, branch and office managers, salesmen and bookers from Coast to Coast began receiving checks over the weekend in the distribution of $35,000 in prize money in the company's 18-week "Charles J. Feldman Silver Anniversary Drive."

The top division was the South, headed by F. J. A. McCarthy; top district was that headed by James V. Frew which includes Atlanta, Charlotte, Cincinnati, Jacksonville and Memphis, while the top branch was Jacksonville, headed by Buford Styles.

All 32 domestic branch offices finished over quota and so did all districts and divisions.

Second place in the divisional standing went to the East, headed by P. T. Dana, while the West, headed by Foster M. Blake, was third.

Second place among the districts went to Henry H. Martin's district which includes Dallas, New Orleans, Oklahoma City and St. Louis, while third place went to John J. Scully's district which includes Albany, Boston, Buffalo, New Haven and Philadelphia.

The New York branch, headed by David A. Levy, Metropolitan New York District manager, was second among the branches; Atlanta, headed by William D. Kelly was third; Memphis, captained by Richard C. Setton was fourth, and Charlotte, managed by James W. Greenleaf, was fifth.

Arthur Kelly Enters Radio Production

Arthur W. Kelly, American representative for Charles Chaplin and former United Artists vice-president, is going into the radio transcription field as a producer of serials. Kelly has completed the first two episodes of "Texas Sandy," half-hour chapter play designed for the juvenile market.

The episodes are open-end transcriptions, directed by Walter Gorman and written by Stephen D'Baume.

Report 400 Orders On 'River' Display

Close to 400 orders from exhibitors have already been received for Warner Brothers' 3-D lobby display for "The Charge at Feather River," WB reports.

The company had a similar experience with its 3-D set-pieces on "House of Wax" and "The Beast from 20,000 Fathoms," both of which were also prepared by the Warner home office advertising staff.

UA and Rossen in Two-Picture Deal

The conclusion of a two-picture contract with Robert Rossen was announced by Arthur B. Krim, president of United Artists.

Rossen will write, direct and produce the two films independently for U.A. release. The first will be "Alexander the Great," and the second will be "Fame."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

An Announcement of Tremendous Importance
To Every Motion Picture Exhibitor...

Revolutionary New Screen Produces Twice as much Light as any other surface...for any kind of Projection

World's first optically engineered screen makes all other types obsolete! Amazing MAGNIGLOW *Astrolite gives sensationally improved results on Cinemascope and 3-dimension as well as conventional black and white, full color and all wide screen systems.**

IT'S HERE at last—the basically new type screen that the motion picture industry needs so urgently, the screen that *for the first time* provides the brilliant *extra illumination* so necessary for the public acceptance of new systems of projection. MAGNIGLOW ASTROLITE is the first and only reflective surface scientifically engineered to take full advantage of every law of optics for unbelievable projection results.

20TH CENTURY-FOX

MAGNIGLOW ASTROLITE has been theatre-tested and is being released in accordance with an arrangement between Twentieth Century-Fox Film Corporation, Radiant Manufacturing Corp. and Glowmeter Corporation of Buffalo.

ASTROLITE OFFERS MANY WONDERFUL ADVANTAGES

In addition to *twice the illumination*, MAGNIGLOW ASTROLITE Screens offer many important features including:

- Uniform Illumination throughout Entire Seating Area
- Magnificent Color Projection with Every Color Value Reproduced
- Completely Washable—Easy to Keep Clean
- Flameproof, Fungus-proof
- Optically Engineered to Give Perfect Reflection on Wide or Curved Screens
- Retains 3-Dimension Effect Throughout Field of Observation

See ASTROLITE Before You Buy!

If you are considering purchasing new screens —*wait for Magniglow Astrolite.* No other surface can return such light energy and brilliance.

Write, wire or phone for details today... or contact your supplier... he will soon be able to actually demonstrate this Screen which is revolutionizing the industry.

ASTROLITE

*Trade Mark, U.S. & Foreign Patents Applied For

Exclusive World-Wide Licensee under
Glowmeter Magniglow Patents
RADIANT MANUFACTURING CORP.
World's Largest Projection Screen Manufacturer
2627 W. Roosevelt Road • Chicago 8, Ill. • CRawford 7-6300

UA Meeting

(*Continued from page* 1)

for England to supervise the arrangements for the five-day conference.

Picker will be joined in London by Robert Benjamin, UA chairman of the board, and Max Youngstein, vice-president, both of whom will attend the meeting. Benjamin will fly direcently to London on Thursday, while Youngstein will depart by air today for a week's stay in Rome before proceeding to London.

Guest at the convention will be Gary Cooper, star of "Return to Paradise," UA production on its forthcoming lineup.

Delegates will see "Melba" on wide-screen with stereophonic sound, and "I, the Jury," 3-D production. Other pictures scheduled for screening are: "The Moon Is Blue," "War Paint," "Burning Arrows," "Genghis Khan," "Gun Belt," "99 River Street," "The Village," "The Fake," "The Girl in Room 17," "Treasure of Kalifa" and "Fort Algiers."

UA's British delegation will be led by Monty Morton. The Continental division will be represented by Charles Smadja, Mo Rothman and Walter Gray.

Brazilian Talks

(*Continued from page* 1)

Brazil by the U. S. Export Bank. It was understood at the time the loan was granted for the liquidation of some of Brazil's commercial indebtedness that a portion of the $300,000,000 would be utilized for the debt incurred on the playing of American films.

The Brazilian government, it was pointed out, already has received the first two installments, totaling $120,000,000 on the U. S. loan. Corkery's mission, it was explained, is to funnel future installments on the loan into paying off the indebtedness due the American companies. The indebtedness was accumulated in Brazil, the third largest foreign market for American product, during the years before 1953, it was stated.

Roth Named

(*Continued from page* 1)

will conduct will be aimed to speed and improve liaison between Hollywood and the home office national publicity staff. He will make his headquarters in the company's Hollywood offices, also occupied by Robert Blumofe, West Coast representative.

Roth has served as pressbook editor, promotion manager and assistant publicity manager since joining the company in June, 1943. Previously, he had worked on newspapers in New York.

EXPERIENCED
CAMERAMAN-TECHNICIAN
35mm—16mm—Telefilms
Available to Producers of
MOTION PICTURES or
TELEVISION
I Have Complete
CAMERA EQUIPMENT
for 35mm and 16mm, etc.
Color or Black & White
WRITE or WIRE
BOX 407
MOTION PICTURE DAILY
1270 Sixth Avenue, New York 20

Television--Radio

with Pinky Herman

BLASE New Yorkers, accustomed to seeing turbanned Indian Sikhs, fezzed Turks, slit-skirted Chinese, kilted Scotsmen and in fact visitors from all parts of the globe in their respective native dress, did double takes at Times Square last Monday when several guests on "Masquerade Party," Ed Wolf's summer replacement for the "Red Buttons Show," arrived at the Empire Theatre in full costume. . . . Music Publisher Barney Young's initial edition of his new fan magazine, "Three Dimensions Entertainment World," with photos of stars of motion pictures, radio and TV printed in 3-D (special viewer will be inserted in each mag) will be off the presses Aug. 1. American News will distribute the item with a first printing totaling a quarter of a million copies. . . . Jerry Stagg, formerly head of the William Morris Creative Dep't., has been named by Robert Saudek, producer of "Junior Omnibus," which will be seen for at least 26 weeks TVia NBC starting in Sept. Slanted for the moppet audience, the series will be slotted on Sundays at 3:00 to 3:30 P.M. . . . Atlas Television Corp. has sold a block of 92 features on exclusive multiple run basis to WCBS-TV. Deal set by Henry Brown, Prexy of Atlas, with Jack Dube, Dir. of Sales, servicing the account.

☆ ☆ ☆

Harry Wismer

Is New York a Wonderful City? Ask John Riordan, U. of San Francisco student who, named National Chairman of the Collegiate Council at the U.N., appeared on Mutual's interesting audience-participation program last week and informed emcee Harry Wismer of his ambition to become a history teacher. Without further ado, Wismer forthwith proved to the 20-year-old student that not only is this a "Wonderful City" but generous as well, by presenting him with a gift which will pay the youth's entire history course at the University. . . . Choral Directors from all over the country, in fact 703, have enrolled at Fred Waring's Summer Choral Workshop at Delaware Water Gap, Pa., where Maestro Waring, as usual on his summer vacation ??? will work harder than ever. . . . Jack Paar, quizmaster of the NBC-TV "Bank on the Stars," started his career as an announcer at the age of 16 and when 19, was the regular announcer for the Cleveland Symphony Orchestra. His natural wit and flair for comedy was uncovered when he convulsed his buddies while a GI in World War 2.

☆ ☆ ☆

When "I Love Lucy" resumes its CBShenanigans Oct. 5, look for "Racket Squad," which is the summer-replacement, being given a regular TV berth by the agency. It easily ranks with the better crime prevention shows and Philip Morris should make the most of its potential mass appeal. . . . Howie Leonard, former Announcer D.J. at WLAW, Boston, has moved over to WPOR, Portland, Me. . . . Richard Bare, producer-director of the "Joe McDoakes" comedy shorts for Warner Brothers, will make a series of half-hour telefilms, entitled "Real George," starring Geo. O'Hanlon. . . . Hollywood names are asking astronomic fees for TV appearances and are slowly but surely losing out to radio and video personalities who are eager, much more cooperative and much less expensive. To quote Stuart Reynolds, Prexy of Reynolds Productions, Inc., ". . . well-known film stars who are demanding unreasonably stiff salaries for their services in TV films . . . may eventually block off all liaison between them and video producers."

☆ ☆ ☆

John Mitchell left his post as Veep for the ABChicago outlet WBKB to succeed Paul Mowrey as Veep in charge of WABC-TV as of this week. Mowrey will open his own TV Consultant offices. . . . The Harrison-Gould audience-participation package, "Follow the Leader," with Vera Vague, femcee, will CBS-TVee off Tuesday, the series to originate in Hollywood. . . . Brown & Williamson's Kool Cigarettes will CBSponsor the "My Friend Irma" TVehicle starting in the fall. The Marie Wilson-Jane Stacy situation comedy will again be seen Fridays at 10:00 P.M. . . . Schick Razor and Carter Products have bought "This Is Show Business," which became a CBSustainer when Lucky Strike Cigs allowed its option to drop. Show, with the same format, cast, etc.,, will be seen Tuesdays at 9:00 P.M. with the new sponsors dividing the tab starting in Sept.

SBC Report

(*Continued from page* 1)

abruptly some weeks ago, with Schoeppel announcing that Justice Department officials, long awaited as the crucial witnesses, would file a statement rather than appear in person.

The Justice Department sent the sub-committee about 10 days ago a 20-page report, commenting on various problems raised at the hearings. The sub-committee never made the report public. But sub-committee officials said the report did not cover many of the points that the Senators wanted covered, and was vague on many others.

For example, it was reported, the Department never made clear its attitude on many of the complaints filed by exhibitors with the anti-trust division over recent years.

Hence the sub-committee has asked the Department to take the stand at public hearings and answer more fully.

20th on 'Robe'

(*Continued from page* 1)

at full speed in order to expedite the early arrival of prints for exhibitors now equipping their theatres for the new CinemaScope process. The Technicolor laboratories are cooperating in the operation.

Currently rushing final editing of the picture, the studio is setting its sights on a world premiere of "The Robe" just before Labor Day in New York, with key city openings following almost immediately around the country. To date over 150 theatres in the country have been equipped for CinemaScope.

Cinerama Gross

(*Continued from page* 1)

paid close to $1,750,000 in admissions. Tickets are on sale at the Warner box office to Aug. 29, with the management accepting mail orders past that date. The advance sale is reported to be more than $200,000, including 56 conventions, with mail orders received from 48 states and 14 foreign countries.

Leicester, Pioneer Scenic Artist, Dead

HOLLYWOOD, July 5.—Funeral services were held here for Robert W. Leicester, 63, one of the first scenic artists in the film industry, who died Wednesday.

Starting with Essanay in 1908, he joined Selig in 1909, worked subsequently with many companies, and also in the opera field, finally becoming business manager for the Scenic Artists Local 816, IATSE.

Says 20% Tax Kills 'The Golden Goose'

Washington, July 5. — Rep. Kersten (R., Wis.) told the House that the present 20 per cent Federal admission tax "tends to kill the golden goose."

He said the tax is too high a burden to place on the entertainment business, and inserted in the "Congressional Record" a resolution of the Wisconsin State Federation of Labor urging elimination of the tax.

How Much More Light for 3-D . . . Wide Screen?

When the screen found its voice more than a quarter century ago, the question, "How much will it cost?" was asked — if at all — from force of habit. Every showman knew he *had* to buy sound, just as he now sees the necessity for new equipment to handle the latest epoch-making projection techniques.

History Repeats

Exhibitors today are hurrying to exploit the terrific public interest in 3-D and wide screen showings—spending thousands and tens of thousands of dollars on new optics, screens, sound equipment . . . But what about screen lighting?

Light Losses Terrific

For 3-D and wide screen you need more light. *Much* more light. In almost every instance, *regardless of theatre size or present equipment,* you need ALL THE LIGHT YOU CAN POSSIBLY GET!

If that seems like a broad statement, just consider 3-D light losses, for example. Even with *two* projectors trained on the screen and with screens of much higher reflectivity than before, you give your patrons only about *half* as bright a picture as you previously furnished with conventional films!

Wide screen — same story. In this new medium, projection light is distributed over *2½ times the area* of ordinary screens.

New Equipment the Answer

To repeat — you need *all the light you can get.* This means NEW EQUIPMENT — equipment to operate the higher-capacity carbons at maximum currents.

Give your patrons—and these great new entertainment media—the light they need. Don't delay—call in your theatre equipment supplier for a complete diagnosis of your projection lighting needs.

Look to NATIONAL
TRADE-MARK
for Everything New in Projector Carbons

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg

1. MARILYN MONROE!

M-m-marvelous in her first musical! Out-of-this-world when she sings "Bye Bye Baby" and "Diamonds Are A Girl's Best Friend"!

2. JANE RUSSELL!

Russell and The Monroe together! —Wow!—The screen's two biggest money-getters in the year's biggest Technicolor attraction!

4 GOOD REASONS WHY
Gentlemen Prefer Blondes
WILL MAKE BOXOFFICE HISTORY!

3. PRE-SOLD TITLE!

The best-selling book, smash Broadway musical legit hit and nationwide newspaper and magazine serializations have made "Gentlemen Prefer Blondes" a household phrase throughout the country!

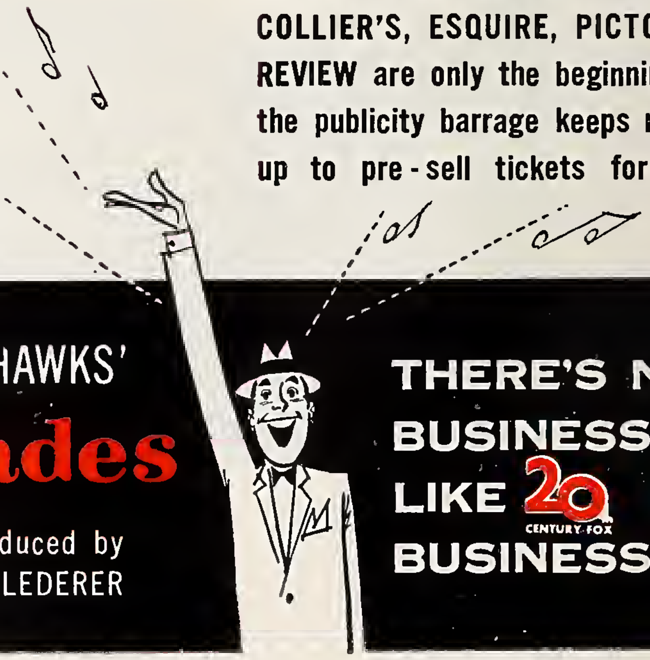
4. THE YEAR'S MOST PUBLICIZED PICTURE!

Covers on LIFE and COSMOPOLITAN, big stories-and-picture layouts in COLLIER'S, ESQUIRE, PICTORIAL REVIEW are only the beginning as the publicity barrage keeps rolling up to pre-sell tickets for you!

JANE RUSSELL · MARILYN MONROE in HOWARD HAWKS'

Gentlemen Prefer Blondes

co-starring **CHARLES COBURN** · Color by TECHNICOLOR · Produced by SOL C. SIEGEL · Directed by HOWARD HAWKS · Screen play by CHARLES LEDERER



THERE'S NO BUSINESS LIKE 20 CENTURY FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 4 NEW YORK, U. S. A., TUESDAY, JULY 7, 1953 TEN CENTS

Rank Deal for CinemaScope May Be 3-Way

Could Involve Houses, Equipment, Production

By PETER BURNUP

London, July 6.—Details regarding the utilization of CinemaScope by the J. Arthur Rank organization will await the return of Spyros P. Skouras, president of 20th Century-Fox, who left here for Germany, France and Italy. He is due back in London on July 14.

Following weekend conferences between Skouras and Rank representatives, both sides refused to disclose the subjects under discussion, but it is understood that the proposed deal calls for the manufacturing of equipment as well as theatre installations. Another report, strictly unconfirmable, is that the discussions involved production under the CinemaScope system.

It is believed in trade circles here

(*Continued on page* 6)

TV Is Not Affecting Receipts in Canada

Ottawa, July 6.—Theatre attendance in areas served by comparatively new TV stations in Eastern Canada have not been affected adversely, although the drive-in boom so far this year is cutting down regular theatre attendance due to a record number of cars on the roads.

In some regions, notably Windsor and other Canadian points which can obtain U. S. TV shows readily, theatre attendance has been affected moderately. However, elsewhere, especially in Ottawa and Montreal,

(*Continued on page* 6)

Minnesota Circuit Business 'Way Up'

Minneapolis, July 6.—Theatre receipts of Minnesota Amusement Co. for May and June were "away ahead" of last year, according to company president Harry B. French. The two-month period represents the circuit's annual business drive and contest.

French said that neighborhood grosses in the Twin Cities are still

(*Continued on page* 6)

Para. Claims Drive-in 3-D

Hollywood, July 6.—As a result of experiments by the Paramount engineering department it is claimed that drive-in theatres can play 3-D pictures with the same effectiveness as conventional houses. The experiments were made at the Van Nuys, Cal., Drive-in with "Sangaree" as the picture used for the test. Executives of Pacific Drive-in Corp. and of Paramount asserted that the improvement solves one of the great drive-in problems, that of illumination.

As explained by Loren L. Ryder, head of Paramount studio engineering and recording, under whose direction the experiments were made, each projection machine has a shutter equipped with what is known as a flicker blade. In the tests which were conducted, it was found that this flicker blade can be eliminated or reduced in size to

(*Continued on page* 6)

N.J. Allied Meet to Stress New Media

New types of projection media and the relation of these presentations to Allied members will highlight the annual convention of Allied Theatre Owners of New Jersey which opens three days of sessions at the Hotel Traymore in Atlantic City tomorrow.

Abram F. Myers, general counsel and board chairman of national Allied, will be among the speakers. He will give a report on Allied's participation in the Senate Small Business Committee hearings. An entertainment program for the ladies has been

(*Continued on page* 6)

CINERAMA DEAL IS SET BY S-W

Agreement Subject to Approval by D. of J. Within 1-Month Period

By MURRAY HOROWITZ

Consummation of the Stanley Warner-Cinerama deal, which will be put into effect as soon as the Department of Justice acts with approval, was jointly announced here yesterday by Si Fabian, Stanley Warner president; Louis B. Mayer, chairman of the board of Cinerama Productions Corp., and Hazard Reeves, president of Cinerama, Inc.

Action by the Department of Justice must come within one month, according to the terms of the deal. In the event of Justice Department disapproval or failure to act within the 30-day period, the agreement will be off, it was explained.

Announcement of the deal climaxed months of negotiations between the principals—Stanley Warner and Cinerama Productions. The signing was heralded by an initial advance of $1,600,000 by Stanley Warner for the production of Cinerama equipment.

As soon as the green light is ob-

(*Continued on page* 6)

Cinerama Cost Is Put at $110,000

The current cost of equipping a theatre for Cinerama exhibition was estimated here yesterday at $110,000 by Hazard Reeves, president of Cinerama, Inc., equipment manufacturing firm.

Reeves, who attended the press conference announcing the conclusion of the Stanley Warner-Cinerama deal, estimated the installation cost at $50,000 and the equipment at $60,000. The

(*Continued on page* 6)

'Stalag' and 'Stiff' Pace N.Y. 1st-Runs

The opening week of "Stalag 17" and "Scared Stiff" pace Broadway grosses this week, including the July 4th weekend. Most Broadway managers reported weekend business off a bit, with crowds leaving the city under sunny skies.

However, "Stalag 17" is expected to rack up a smash $44,300 for its ini-

(*Continued on page* 6)

Leon Back Predicts General Price Rise

Baltimore, July 6.—Leon Back, president of Allied of Maryland, states there are indications of a general price rise in admissions for all theatres. Chief reason for his prediction is the expense, running into thousands of dollars, of equipping houses for 3-D pictures, wide-screens and stereophonic sound and, possibly, increased wages.

"However," insists Back, "increased admissions without good reason and without making the increase worthwhile to patrons, may spell box-office disaster."

Insists on 20% Tax Action

Washington, July 6.—Senator Kerr (D., Okla.) said that if the House does not soon act on the Mason admission tax bill, he will endeavor to tack it on as an amendment in the Senate to the excess profits tax bill or some other "appropriate bill."

The Mason bill would exempt motion picture theatres from the 20 per cent Federal admission tax. Senator

(*Continued on page* 6)

'The Bandwagon'

[*Metro-Goldwyn-Mayer*]

FRED ASTAIRE once again shines as a top entertainer in this zestful musical. There is a new and fresh twinkle in his talented toes and he is ably assisted by Cyd Charisse, Oscar Levant, Nanette Fabray and Jack Buchanan. This package in color by Technicolor is entertainment plus, chock full of catchy tunes, good humor and excellent choreography. It should swell the box-office coffers of theatres across the nation.

The snappy story and screenplay, written by Betty Comden and Adolph Green, serves as an excellent vehicle for the musical, never bogging down in its 112 minutes of playing time. Based on the Broadway review of the same title, many of the tunes in the picture are familiar, but that factor does not rob them of their impact, for they are dressed in a new and fresh setting. Credits for the songs go to Arthur Schwartz as the composer and Howard Dietz as the lyricist.

The story finds Astaire plummeted into an impossible situation, aided and abetted by Oscar Levant and Nanette Fabray, who play the role of a husband and wife playwriting team. They are so impressed with

(*Continued on page* 4)

Personal Mention

ROBERT K. HAWKINSON, RKO Radio assistant foreign manager, has returned to New York from Latin-America.

•

SAM HELLER, Minnesota circuit owner, has been named theatre industry division representative in the 1953 campaign of the Minneapolis Round Table National Conference of Christians and Jews.

•

HAROLD ZELTMAN, M-G-M salesman, is the father of a daughter born at the weekend to MRS. ZELTMAN at Barnert Hospital, Paterson, N. J. It is their third child.

•

JOHN E. PETROSKI, manager of the Stanley-Warner Palace Theatre in Hartford, and MRS. PETROSKI, are marking their 12th wedding anniversary.

•

JOHN MANLEY, long associated with the Chicago legitimate theatre, has been named resident manager for Cinerama productions at the Eitels Palace.

•

JOE DOLGIN, film buyer-booker for the Pine Drive-in, Waterbury, Conn., and MRS. DOLGIN, will make their first visit to Hollywood this fall.

•

PANDRO S. BERMAN, M-G-M producer, arrived in New York from England yesterday and left here last night for Hollywood.

•

SOL BARNES, of the Loop Theatre, Detroit, and MRS. BARNES, have returned from a vacation in the North woods.

•

DR. HERBERT T. KALMUS, Technicolor president, left Hollywood by train yesterday for New York.

•

MAX E. YOUNGSTEIN, United Artists vice-president, left New York yesterday by plane for Europe.

•

STANTON DAVIS, RKO Radio salesman, will be married on Aug. 2 to Phyllis Brown.

•

MERVYN LEROY, producer, tomorrow will leave Jasper Park, Canada, for Hollywood.

•

PHIL CHAKERES, of Chakeres Theatres, Springfield, Ky., was a visitor in Louisville.

•

CHARLES BOYER arrived from Europe yesterday aboard the S.S. Queen Mary.

•

VINCENT TROTTA, art director, will leave New York today for Hollywood.

•

HAROLD BROWN, president of United Detroit Theatres, is in Cleveland.

•

MICKEY SPILLANE, fiction writer, is in Chicago from New York.

•

SPENCER TRACY has arrived in New York from Hollywood.

Johnson Resigns as Head Of Government's I.I.A.

WASHINGTON, July 6. — President Eisenhower has accepted the resignation of Dr. Robert L. Johnson as head of the International Information Administration, the agency carrying on the government's overseas information program.

It was Johnson who picked Cecil B. DeMille as chief film consultant for the program and more recently named J. Cheever Cowdin to head the motion picture service. There was no indication that either of these appointments would be affected by Johnson's resignation.

Health a Factor

Johnson said he was forced to quit on doctors' orders. He will return to his job as president of Temple University. The President said he hoped Johnson would stay on until IIA is set up as a new independent agency early next month, and promised to work as quickly as possible to find a successor.

Johnson's Successor May Affect McCarthy's Plans

John G. McCarthy, former vice-president of the Motion Picture Export Association, said here yesterday that the resignation of Robert Johnson as head of the International Information Administration might have some effect on his decision to accept the offered post as special assistant director of the IIA.

McCarthy was asked to take over the position immediately after it was offered by Johnson several weesk ago, but had asked for a deferment for a few weeks. He said yesterday that he had not made a decision one way or the other but that he would like to know who Johnson's successor might be before deciding.

Dismiss Melbro Suit Without Prejudice

CHICAGO, July 6. — The Melbro Amusement suit seeking consolidation of three bidding zones into one so that the Rockne Theatre would not have to play day and date with two or three other theatres in its general area has been dismissed without prejudice by Federal Judge John P. Barnes at the request of the plaintiffs, who do not find it opportune to carry on litigation against the defendants at this time, the defendants being the eight major film companies.

The deterent to continuation of the case is the present state of the plaintiffs' business, which, it was pointed out, makes it difficult for them to finance the preliminary action necessary to prepare a case for hearing.

Dismissal of the suit without prejudice means that it can be reinstituted at any time the plaintiffs wish to do so.

'Blondes' Heads for Atlantic City High

ATLANTIC CITY, July 6.—Twentieth Century-Fox's "Gentlemen Prefer Blondes" appears to be heading for an all-time record at the Warner Theatre here.

With $22,000 as the estimated gross for the first five days, the picture is said to have topped by almost 100 per cent every 20th Century-Fox film which has played the house.

620 More Dates for Warner's 'Beast'

Warner Brothers' "The Beast from 20,000 Fathoms" began its third area saturation playoff in 620 situations at the weekend, in cities including Albany, Boston, New Haven, Hartford, Bridgeport, Providence, Rochester, Syracuse, Waterbury, Worcester, Lowell, New Haven, Stamford, South Norwalk, Danbury and Willimantic.

Laboratories, Union Confer on New Pact

Negotiations for a new contract between New York film laboratories and employes were held throughout yesterday and continued last night. It was reported that Local 702, which represents the workers, and the laboratory managements were far apart on the provisions for a new pact.

The managements claim that the union's wage demands represent an increase ranging from 40 to 60 per cent.

Schlaifer Sails Today For 'Robe' Premieres

Charles Schlaifer, head of the advertising agency bearing his name and which represents 20th Century-Fox, will sail today aboard the S. S. Liberte for England, France, Switzerland and Italy, to confer with representatives of the film company in those countries, as well as with exhibitors, in connection with the forthcoming premieres of "The Robe" in CinemaScope.

In London, Schlaifer will meet with William J. Kupper, managing director of 20th Century-Fox in Great Britain, and in Paris with Spyros P. Skouras, president of the company.

'Times Sq. Barbecue' Of V. C. on July 21

The first "Times Square Barbecue" of the New York Variety Club, for members and their wives, will be held Tuesday, July 21, atop the Piccadilly Hotel. A special film will receive first showing during the evening. Co-chairmen of the affair are Cy Seymour and Max Wolff.

The barbecue is being presented through the courtesy of P. Ballantine & Sons, Sabrett Food Products Corp., Coca-Cola, Kenmac Sarin, B. Manischewitz Co., Hebrew National and Old Gold Cigarettes.

Bank Group Probing Film Center Project

A large New York banking organization is in its third week of a survey to determine the needs of the proposed motion picture and television center in New York and to determine how such a project should be financed in the event that it is found to be a feasible enterprise.

The financing organization also is seeking to determine to what extent the possible tenants of the center would subscribe to a bond issue and how much should be offered to the public.

Meanwhile the New York Department of Commerce has not had any word from the Motion Picture Association of America as to its possible interest in the proposed center, according to a spokesman. The department had sought an interview with Eric Johnston, MPAA president, before his departure for Europe on his views and possible cooperation in the venture.

Two in 'B,' 5 in 'A' In Legion's New List

"Murder Without Tears" and "Return to Paradise" have been placed in Class B in the current listing of the National Legion of Decency.

In Class A, Section 2, are "The Charge at Feather River" and "Main Street to Broadway," while in Class A, Section 1, are "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," "Cruisin' Down the River" and "Safari Drums."

Denver Showing of CinemaScope Today

DENVER, July 6.—Exhibitors from the Rocky Mountain area will attend a demonstration of CinemaScope to be held here tomorrow by 20th Century-Fox.

Attending the demonstration and playing host to the visiting showmen at the Denver Theatre will be Herman Wobber, Western division manager for the film company, and Alex Harrison, home office executive.

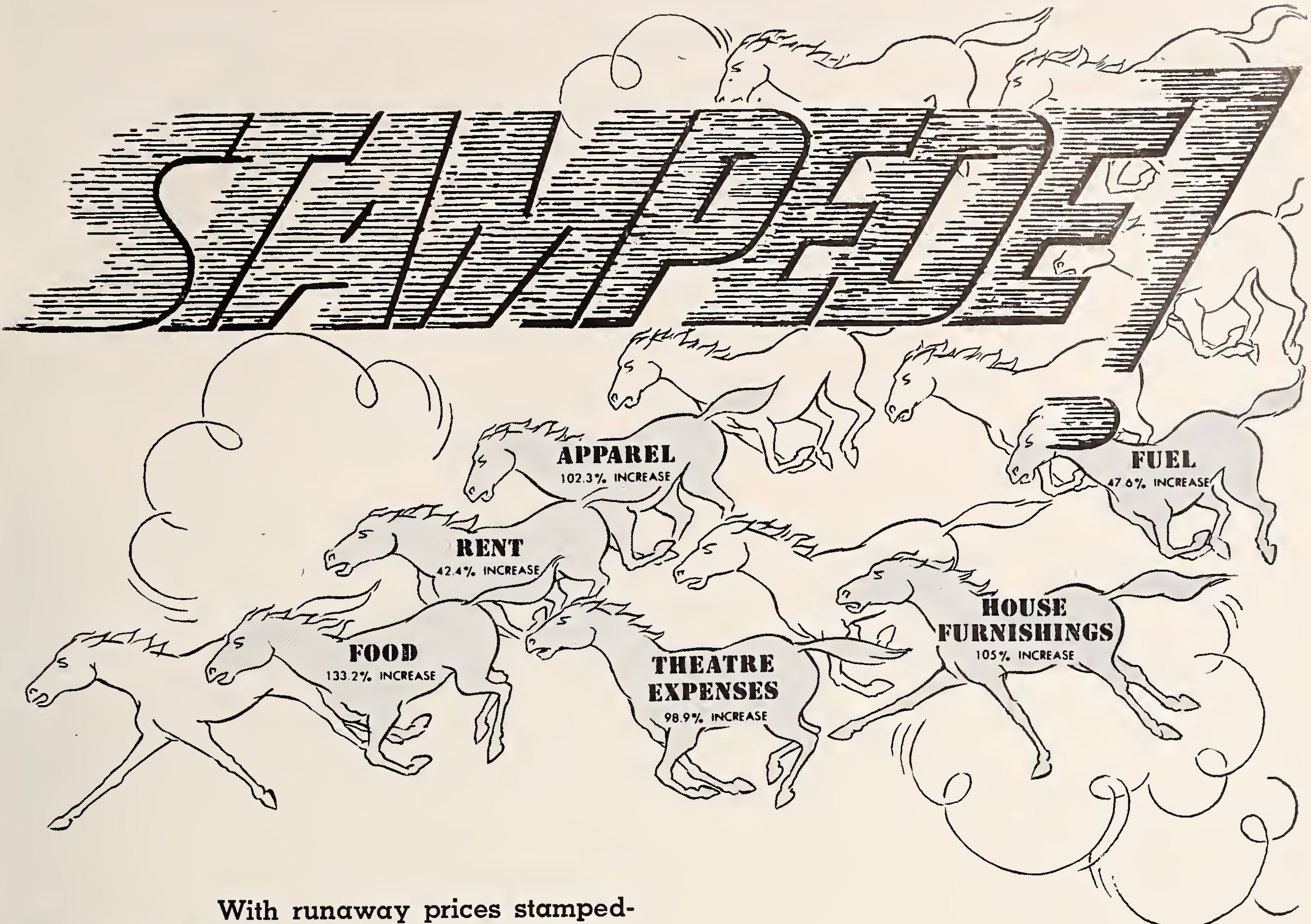
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"Dangerous When Wet"
Esther WILLIAMS • Fernando LAMAS • Jack CARSON
color by TECHNICOLOR • An M-G-M Picture
plus Spectacular STAGE PRESENTATION

"The Beast From 20,000 Fathoms"
in person
DON CORNELL
FRANK FONTAINE
5 DE MARCO SISTERS
BUD and CECE ROBINSON
BOBBY BYRNE and His Orch
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


STAMPEDE!
APPAREL
102.3% INCREASE
FUEL
47.6% INCREASE
RENT
42.4% INCREASE
HOUSE
FURNISHINGS
105% INCREASE
FOOD
133.2% INCREASE
THEATRE
EXPENSES
98.9% INCREASE

With runaway prices stampeding your budget . . . racing against profits . . . and generally making it difficult to control your business . . .

It's revealing to note the Bureau of Labor Statistics report of a 90.8% jump in your *cost of living*, from 1939 to 1952 . . . with FOOD, RENT, FUEL, HOUSE FURNISHINGS and APPAREL leading the pack . . . And the Exhibitors Digest report that the cost of THEATRE EQUIPMENT and SUPPLIES has joined the mad race upward . . . at an average pace of 98.9%, from 1940 to 1952.

Compare this stampede of higher costs, with the tight rein The Prize Baby has held on his share of your expense . . . through the negligible increase, IF ANY, you've given NSS during this same period of galloping prices!

COMPARE *all* your costs with the LOW COST, Service-With-A-Smile Policy of The Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Stereophonic Sound Has Interest Abroad

Leading exhibitors in Europe are showing intense interest in stereophonic sound and are watching closely its use in this country with CinemaScope and Cinerama, E. Z. Walters, comptroller of Altec Service Corp., stated following his return from a six-week tour of several countries abroad.

May Eliminate U.S. Privilege on Tax

WASHINGTON, July 6.—The House Ways and Means Committee may act shortly on an Administration-backed bill to take away special tax advantages given stars and other film workers who go on lengthy overseas film-making trips.

Under present law, persons who work overseas for 17 of 18 consecutive months are exempt from U. S. income taxes on their overseas earnings. The law was passed in 1950 to get workers and technicians to work overseas as part of the government's Point Four and military base-building programs, but has been widely used by film workers.

Early this year, the Treasury Department asked Congress to take this privilege away from film workers and other persons whom Congress never intended to cover under this provision, and Ways and Means Committee Chairman Reed (R., N. Y.) promptly introduced a bill to do this. But like the Mason admission tax relief bill, this other measure got caught up in the fight over excess profits taxes, and Reed was reluctant to move it lest the Senate tack on excess profits tax extension. Now that the EPT fight has been compromised, it is thought likely that Reed will move ahead on both the Mason bill and the repeal of the 17-month provision.

Chicago Police Board Rejects 2 Pictures

CHICAGO, July 6.—The Chicago Police Censor Board rejected two pictures, cut four and placed eight in the "adults only" category of the 132 submitted by distributors for licenses for exhibition in Chicago during the past month.

The two films which were rejected are "Black Butterfly," a Mexican feature, and "Horror Maniacs," an American film being handled by Albert Dezel.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

'The Bandwagon'

(Continued from page 1)

the talents of Jack Buchanan, a virtuoso of the legitimate theatre, that they want him to direct the play they have written for Astaire. The impossibility of the situation is that Buchanan thinks in terms of classical dramas, while Astaire is a popular song and dance man. Buchanan, who plays his role to the hilt, finally gives up the ghost when the play opens and flops while still on the road.

This is the cue for Astaire to take over and he does so with admirable success. Interwoven in the plot is the wedding of the ballet, as represented by Astaire's attractive partner, Cyd Charisse, and popular stage dancing. Among the many successful numbers which are sung by Astaire, Buchanan and the electric Miss Fabray are "I Love Louisa," "Triplets," "Louisiana Hayride," and "That's Entertainment." One dance number which should long be talked about is a satire on modern detective stories. It's conceived and danced with special wit.

Others in the cast include James Mitchell and Robert Gist. Arthur Freed produced, while Roger Edens was associate producer, and Vincente Minnelli directed. The dances and musical numbers were staged by Michael Kidd.

Running time, 112 minutes. General audience classification. Release date, Aug. 7.

MURRAY HOROWITZ

"War Paint"

(K-B Productions-United Artists)

A THOROUGHLY SATISFACTORY WESTERN, in Pathecolor, directed by Lesley Selander at a steady and engrossing pace, with a cast of capable performers, headed by Robert Stack and Joan Taylor. "War Paint" is an Aubrey Schenck presentation of K-B Productions, produced by Howard W. Koch.

All hands were well fortified with material from the screenplay written by Alan Simmons and Martin Berkeley, who wrote a straightforward account of a mission assigned to a cavalry troop, led by Stack, to deliver a peace treaty to Indians to prevent their going on the warpath. The troop has nine days in which to reach the Indians. Those nine days are fraught with strife, first from the Indian chief's son, who, against his father's wishes, attempts to lead the troop to disaster, not trusting the white men's paper promises. Then, when, the going gets tough and the water short, the soldiers fall out among themselves, some going crazy with thirst and others for gold.

The action moves forward at a steady pace, the suspense carefully sustained right up to the final shot showing Stack, as the troop's sole surviving member, staggering into the Indian camp just in time to prevent the uprising.

Miss Taylor is pretty and subdued as the Indian chief's daughter, who is first an insurgent like her brother, but eventually is instrumental in the success of the mission. Others in the cast are Keith Larsen, as the unrepentant Indian brave, and Charles McGraw, Peter Graves, Douglas Kennedy, Charles Nolte and Walter Reed, as the unlucky soldiers, also William Pullen, Richard Cutting, James Parnell, Paul Richards, John Doucette and Robert Wilke.

Running time, 89 minutes. General audience classification. Release date, Aug. 28.

"The Marshal's Daughter"

(Ken Murray-United Artists)

THEY BILL THIS ONE as Western satire. It is Western, of the corn-country type, and it is satirical, but how. The cast is composed of a lot of big names in little parts.

Very saleable is the name of Ken Murray, the producer, who also appears in a supporting role. His TV following should be ready customers. They know, too, about the star, Laurie Anders, that curvacious blonde on Murray's TV show, who works hard with very thin material. William Berke directed.

Bob Duncan wrote the screenplay, which is told in flashbacks within flashbacks, and sets the cameras on Laurie as the only daughter of Hoot Gibson, an old-time sheriff out to get the man who murdered his wife many years before. There also is another plot strand having to do with an unscrupulous banker who is wheedling local cattlemen into taking loans and then foreclosing on them. This last bit of villainy—not connected with the first—requires Laurie to dress up as a sort of Lone Ranger to make the countryside safe for men and boys.

The film at one point stops completely to allow Murray to present a burlesque poker game—in much the same fashion as a TV blackout skit—with Preston Foster, Jimmy Wakely, Buddy Baer and Johnny Mack Brown participating as "guest stars." At another point, Gibson recounts how he came by a certain gun he uses, and the dialogue is accompanied by a clip from one of his old silent films. A sort of "High Noon" type song is heard occasionally to explain the plot, but even with Tex Ritter doing the vocal, it doesn't help much. Two other songs, "My Heart Has Room for You" and "If You Would Only Be Mine," also are heard.

Others in the cast are Harry Lauter, Bob Bray, Bob Duncan, Cecil Elliot, Forrest Taylor, Tom London, Bruce Norman, Bette Lou Walters, Frances Ford, Julian Upton, Ted Jordan, Lee Phelps, Harry Harvey, Danny Duncan and Bob Gross.

Running Time, 71 minutes. General audience classification.

Sterling Changes Name

Sterling Sign, which services the motion picture industry, has changed its name to Sterling Poster & Display Co., Inc. Al Senft is president of the company.

To Re-release 'Koepenick'

"The Captain of Koepenick," German film staring Max Adalbert, from the stage play by Carl Zuckmayer, will be released next season in a new version by Herman G. Weinberg.

SBC to Hear D. of J. Report on Friday

Washington, July 6. — The Senate Small Business subcommittee investigating film industry trade practices has tentatively scheduled for Friday the public hearing at which Justice Department officials will give their views on the industry situation.

Sub-committee officials said they did not yet know who would testify for Justice. Anti-trust chief Stanley N. Barnes has been out of town for several weeks, and sub-committee officials said they did not know whether he would be back in time for the session scheduled for Friday.

July 20 Hearing Is Sought by Schine

BUFFALO, July 6.—A bid to hear arguments in the Schine Theatres case on July 20 in Federal District Court here was incorporated in a Schine motion to extend its deadline for selling 25 theatres as required by the Schine consent decree.

The motion also stated that a request will be made to modify the terms of the decree because of the present state of the motion picture industry, as compared to the 1949 period, when the decree was handed down.

In the court's anti-trust judgment, Schine Theatres was ordered to dispose of 39 theatres within three years after the decree, but obtained extensions after disposing of 14.

'Spearhead Award' To IFE's 'Camillo'

"The Little World of Don Camillo," Julien Duvivier film co-starring Fernandel and Gino Cervi will receive the 1953 "Spearhead Award" of the Third Armored Division Association, the board of governors of the veterans group has announced. This is the first time that the award for the "best" picture has gone to a European-produced film, previous citations having been given to "The Men," "Bright Victory" and "High Noon."

Lt. Gen. Doyle O. Hickey will present the award to a representative of the I.F.E. Releasing Corp., U. S. distributors of the picture, following a showing to 3,000 association members at their annual convention in Milwaukee on July 25.

Stage Stars to Aid 'Main Street' Film

In behalf of M-G-M's "Main Street to Broadway," several prominent stage stars will take to the road during July to ballyhoo the film. Their cooperation is in appreciation of the fact that a portion of the proceeds from the picture will go to The Council of the Living Theatre, to be used to stimulate theatre-going throughout the country.

Among the legitimate theatre artists who have volunteered their services are Helen Hayes, Tallulah Bankhead, Katharine Cornell, Shirley Booth, Faye Emerson, Tom Ewell, Julie Harris, Jose Ferrer and Dorothy Sarnoff.

Film Container Of Fibre Glass Being Tested

By AL STEEN

Experiments in the development of a lighter film container are being made by research units within the individual film companies and indications are that a new type of film can will be ready for adoption before the end of the year. The utilization of a fibre glass base has met with some success although its durability and protective qualities have not been proven conclusively. New tests are being made with a fibre glass base plus a fabric reinforcement.

Although it is estimated that approximately 90 per cent of film shipments to theatres are handled on a service fee basis rather that by weight, the International Drive-in Theatre Owners Association in Dallas has conducted a survey on the cost of film shipments. The survey showed, according to Claude Ezell, founder of the association, that the annual expenditure for the transportation of film exceeds $22,000,000 and that $10,000,000 could be saved yearly by reducing the weight of film can and reel.

Ezell recently appealed to Eric Johnston, president of the Motion Picture Association of America, to urge distribution companies to design lighter weight containers. A full report on the project is scheduled to be made at the first convention of the drive-in association in Dallas on Sept. 28-30.

It was stated here by some distribution authorities that the designing of a lighter weight container would mean a greater saving to the distributors than to the exhibitors because of intra-company shipments, whereas exhibitors pay a service fee in which weight is not involved, except those theatres that receive their shipments via Railway Express.

Coast Union Average $107 Weekly in May

HOLLYWOOD, July 6.—Studio union workers averaged $107 weekly during May, the California department of industrial relations disclosed in its monthly report. This figure compares with $112.61 for May, 1952, but the difference is due mainly to variation in the number of hours worked.

Cronkite to Be 'M. C.'

WASHINGTON, July 6. — Walter Cronkite, chief of CBS-TV's Washington News Bureau, will be the master of ceremonies at the world premiere of the English language version of "The Little World of Don Camillo" on Thursday at the official opening of the Silver Spring (Md.) Theatre, latest addition to the Washington, D. C., Roth Theatre chain.

Paul Graf Found Dead

BUFFALO, July 6.—Paul Graf, projectionist who had been working at Shea's Buffalo since that ace house of the circuit opened in 1926, was found dead in bed Thursday.

Reviews

"Johnny the Giant Killer"

(Jean Image-Lippert) *Hollywood, July 6*

THE tale of "Johnny the Giant Killer," although not actually the "Jack and the Bean Stalk" story, is much more imaginative, and is as fanciful, free and wish-full thinking as all the world's children would have it.

The tale has Johnny setting out to beard a giant and being reduced, by a machine in the giant's control, to the stature of a bee. He is welcomed into bee-land, engages in heroic defense of the queen bee, and ends by leading the bees and their friends in a counter-attack on the giant which reduces him to miniature and restores Johnny to human-size.

"Johnny the Giant Killer" was produced in France and appears here with English dialogue. It is an animated cartoon in color by Technicolor, with animation and color the very best. The music is lively, and suitable.

Very good entertainment.

The film was directed by Jean Image and Charles Frank and was written by Paul Colline and Nesta Macdonald in conjuncton with Frank. It is a Jean Image production.

Running time, 60 minutes. General audience classification. Release date, not set.

"Son of Belle Starr"

(Allied Artists) *Hollywood, July 6*

A WESTERN MELODRAMA which highlights the plight of a young man haunted by his family's bad name, is offered in the Allied Artists presentation, done in Cinecolor.

The story is by Jack DeWitt and the script is by William Raynor and D. D. Beauchamp. Producer Peter Scully's selection of Frank McDonald to direct it, and of Keith Larsen to portray the title character, is richly rewarded by the results turned in. All hands rate special commendation for allowing the story to end in the way it had to end. By and large, it ought to play better and remain longer in mind, because of its unconventional candor.

The period is shortly after the death of the notorious outlaw, Belle Starr, and the principal character is her son, already considered an outlaw at the time the picture opens, although actually innocent of the stage robbery attributed to him. The film opens in novel fashion with the town sheriff and two buddies meeting Starr secretly and persuading him to stick up a stage on which a gold shipment is known to be moving. As this parallels the crime previously assessed to him, he pretends to fall in with plan, for the purpose of discovering who the top-dog in the bandit setup is and thus learning who committed the earlier robbery. This takes a deal of doing, also a deal of fighting, with fists, guns and knives, but he is successful in learning the identity of the man who framed him, although never successful in what he knows to be the impossible task of clearing his name, save posthumously.

Others in the cast include Dona Drake, Regis Toomey, James Seay, Myron Healey, Frank Puglia and Paul McGuire.

Running time, 70 minutes. General audience classification. June release.

"Night Without Stars"

(J. Arthur Rank—RKO Radio)

BECAUSE events have occurred which make its topical content no longer so fascinating, this J. Arthur Rank picture, which was made some years ago on the French Riviera, suffers correspondingly. Post-war black-marketeering was still high adventure in 1947, but interest has waned in the subject. It's a rather plodding vehicle with the photography more occupied with murky recesses of French taverns and basements than of the full beauty of the area.

The characters who hold so much promise are former French partisans, now merely racketeers, and led by Maurice Teynac, clever, subtle, brittle and on the brink of madness, accustomed during the war to command and to murder, and now unable to stop. One of the group is his sister, Nadia Gray, whom he dominates, beautiful but helpless even when Briton David Farrar stumbles into her life and love. Because she and her brother and their gang are involved in murdering Gerard Landry, who during wartime had worked for the Germans, she is forced to lead Farrar into a blind alley. Pursuing a romance with her, Farrar stumbles into the murder; when he seeks explanation, all his "friends" pretend ignorance and Miss Gray disappears.

Nearly blinded during the war, Farrar cannot solve the mystery so handicapped; so he returns to London for an operation which restores his sight; then returns to the hunt, which this time results in his finding Miss Gray, confronting her brother in his welter of lies, and being saved from murder in a mountain villa by police action. The police also have been on Teynac's track and shoot him as he is about to knife Farrar.

Hugh Stewart produced and Anthony Pelissier directed from a screenplay by Winston Graham. Others in the cast are Gilles Queant, June Clyde, Robert Ayres, Clive Morton, Eugene Deckers, Ina De La Hayes, Martin Benson and Richard Molinas.

Running time, 75 minutes. General audience classification. July release.

Warners Dividend Set

At a meeting of the board of directors of Warner Bros. Pictures, Inc. a dividend of 30c per share of the common stock was declared. It is payable August 5 to stockholders of record July 15.

AA Engages Plessner

ST. LOUIS, July 6.—M. L. Plessner has been hired by Allied Artists to handle a special advance exploitation campaign on "The Maze," company's first 3-D film, which will shortly open at the Fox Theatre.

In the THEATRE

Equipment World . . .

• • with RAY GALLO

"KINEVOX-NATURAL Sound" is the trade-name given to its new stereophonic sound reproduction equipment by the Natural Sound Corp. of Hollywood. All components of the equipment are housed in a ventilated steel rack cabinet. Below the 5,000-foot magazines for two 24-inch reels on the rack cabinet is the film transport mechanism, which is a 10½-inch rack panel with a volume control placed center. The pre-amplifiers are on a shelf behind this panel, and below it are two 10½-inch panels housing the power supply for the pre-amplifiers and three power amplifiers. The film moving mechanism is powered with a "Kinevox Bodine Salient Pole" synchronous motor. Geared to it is a selsyn motor, which is connected to selsyn motors on the projector so that all equipment is in synchronization.

•

Sales made by DeVry Corp., Chicago, manufacturers of motion picture projection equipment, during the first six months of this year were 33 1/3% greater "than at any time in the forty-year history of the firm," according to W. C. DeVry, president.

•

Information for exhibitors on stereoscopic and wide-screen projection is provided in a new illustrated, 26-page brochure issued by Motiograph, Inc. Called "The Motiograph Book of 3-D Motion Pictures," the booklet contains an introduction by Fred C. Matthews, vice-president of the company and chapters on 3-D equipment, including mechanical and electrical projector interlocks, magazines, arc lamps, and generators. There are also chapters on stereophonic sound and on 3-D for drive-ins. The brochure can be secured by writing to the company at 4431 *West Lake St., Chicago.*

•

Film Row in Dallas has acquired a new theatre equipment and supply company with the opening of the Sterling Sales & Service, Inc. President of the new firm is J. H. (Jake) Elder; C. C. Hoover is general manager. In addition to supplying all types of theatre equipment, supplies and maintenance. the company will build new theatres and remodel old ones. It is located at 2019 Jackson St.

•

New apparatus for washing, sterilizing and storing permanent type 3-D spectacles for use and re-use by theatre patrons has been developed by the Hospital Supply Co., Inc., New York, in cooperation with Loew's Theatres. The process consists of placing the used spectacles in trays for bulk handling and then inserting them in an appliance for automatic washing. This is followed by rinsing in a germicide solution. The trays are then removed to a cabinet located in the theatre lobby, from which they are dispensed to patrons.

N.Y. Grosses

(*Continued from page* 1)

tial week at the Astor, while a big $50,000 is seen for the first week of "Scared Stiff" at the Mayfair. At Radio City Music Hall, a good $125,000 is indicated for the third week of "Dangerous When Wet." At the Roxy, a nice $80,000 is forecast for the first week of "Witch Doctor."

"Beast from 20,000 Fathoms" at the Paramount is due to hit a fairly good $65,000 for its second week, while the 3-D "It Came from Outer Space" at Loew's State is expected to do a more than satisfactory $18,000 for its third week. At the Capitol, "Melba" is due for a fairly nice $32,000 for its second week. The first week of "Houdini" at the Holiday is expected to hit a healthy $21,000. At the Warner, Cinerama is still packing them in, with $50,000 indicated for the feature's fourth week at that theatre.

Holiday Weekend Spotty in Chicago

CHICAGO, July 6. — Business here was very spotty over the holiday weekend, with only a few houses doing good business. The Essaness Woods may hit close to $40,000 for the second week, down comparatively little from the opening week, of "The Moon Is Blue," which is reported to have done about $45,000 in its first session.

"Mr. Potts Goes to Moscow," which opened at the H & E Balaban Surf last Friday, did well over the weekend. Generally speaking, business was better on Sunday than it was on the Fourth, but the weekend was disappointing, with drive-ins also feeling the sag.

Minnesota Circuit

(*Continued from page* 1)

"poor" but that Loop business had "improved very satisfactorily."

Good product and 3-D interest outstate are attributed by French as main factors in the rise this year, but he said the 3-D picture was confused because the new type entertainment fails to draw in some situations.

French revealed contractors are ready to excavate for the company's new theatre to be erected at Minot, N. D. He said the Minot house would be revolutionary in design and constructed especially to provide for exhibiting new type projection and would feature a 58-foot screen. The house will cost $300,000 and is expected to be ready for opening March 1, 1954.

N. J. Allied

(*Continued from page* 1)

arranged by Louis Gold, chairman.

A shore dinner at Hackney's will be held Thursday night at which Harvey Lembeck and Robert Strauss, featured in "Stalag 17," will be guests. A banquet Friday night will climax the convention. Indications yesterday were that the convention would draw approximately 250 persons.

Velazco Adds Equipment

A new Western Electric variable area, 200-mil push-pull direct positive and standard negative recorder has been installed in the Emil Velazco studios here. Additionally, Velazco has under construction at Cinema Engineering Corp. a custom-built eight-position re-recording console.

Cinerama Deal Set by S-W

(*Continued from page* 1)

tained from the Department of Justice, the deal calls for Stanley Warner, probably through a subsidiary company, to take over Cinerama production and exhibition. The terms of the deal, Fabian stated, grant Stanley Warner worldwide exhibition rights to 1958 and also provide for the minimum production of five Cinerama features during the five-year period. Both Cinerama Productions and Stanley Warner will share in the exhibition proceeds, while Cinerama, Inc. will manufacture all theatre and production equipment.

To Get 700,000 Cinerama Shares

The deal, it was stated, will give Stanley Warner the right to elect four out of seven members of the board of directors of Cinerama, Inc., the equipment manufacturing firm. Provisions also call for the acquisition by Stanley Warner of 700,000 shares of Cinerama, Inc., owned by Cinerama Productions. Fabian declined to state at what price these shares will be purchased, but added that the price will be "slightly higher" than what Cinerama Productions paid for the stock. Under the deal, Stanley Warner will also acquire option rights to another 300,000 shares of Cinerama, Inc., now held by Cinerama Productions. Cinerama Inc., is now selling at about $3 in over-the-counter transactions.

Fabian, who said the $1,600,000 repsented an initial investment, said that the entire financing of the deal will be by Stanley Warner. Of the 20 new Cinerama theatres now contemplated, Fabian said, only eight or 10 will be installations in Stanley Warner houses.

As to production plans, Fabian declined to specify the next contemplated Cinerama production or how it would be financed. He pointed out, however, that a great deal of footage has already been shot on Merion C. Cooper's "Seven Wonders of the World," and that might be the next Cinerama feature.

Fabian added that under the deal, Stanley Warner acquired the option to purchase the screen rights of "Paint Your Wagon," "Joseph and His Brethren," and "Blossom Time." Screen rights to these titles are currently held by Mayer, it was pointed out.

Fabian stated that plans call for the retention of some Cinerama Productions personnel, including Lester Isaacs, acting director of exhibition. However, Tom Perkins, vice-president of Cinerama Productions, who also attended the press conference, stated that the company's Coast production facilities would be closed and that the company's operation in the East would be streamlined. Perkins stated, in the light of the contemplated changes, the future roles of Mayer and Cooper, head of production, were uncertain.

"In adding Cinerama to its activities," said Fabian, "Stanley Warner obtains the inventive genius of Fred Waller who created it, the services of Hazard Reeves, president of Cinerama, Inc., one of the great minds in the development of sound in this era, and the major talents of Herbert Barnett, vice-president of Cinerama, Inc., and president of the Society of Motion Picture and Television Engineers."

Perkins, asked what course Cinerama Productions would follow if approval is not gained from the Department of Justice, said the company has a "couple" of other possibilities in mind. Fabian stated that conferences with the Justice Department regarding the deal are continuing, but he said only the Justice Department could indicate its sentiments. The deal was submitted for Justice Department approval in light of any possible contravention of the Warner consent decree.

Insists on Action

(*Continued from page* 1)

Kerr attempted to attach it last week to the reciprocal trade agreements bill, when that measure was pending before the Senate. He finally withdrew the amendment when Senate Finance Committee chairman Millikin (R., Col.) said that the House Ways and Means Committee would resent such a move at this time when it was still studying the Mason bill. Millikin promised prompt consideration of the bill by the Finance Committee, if the House should pass it this year.

Later, however, Kerr declared that he "intends to pursue the matter further to find an opportunity to secure a Senate vote" on the Mason bill. He pointed out that the House is expected to pass shortly a bill extending the excess profits tax, and that the admission tax bill would be in order as an amendment to the extension. Other tax bills will also be coming from the House soon, and the Mason bill provisions might be offered as an amendment to one of them, it was indicated.

V. C. Tourney Draws 125

CHICAGO, July 6.—The annual outing and golf tournament of the Variety Club of Illinois drew more than 125 guests and contestants to the Elmhurst Country Club on Friday.

Cinerama Cost

(*Continued from page* 1)

present estimated cost of $110,000 he said, compares favorably to the estimated $175,000 per theatre spent initially.

The Cinerama president stated that his company is now in the process of improving the Cinerama system, indicating that there would be "substantial" improvements in the next few years. Herbert Barnett, Cinerama, Inc., vice-president, who also attended the press conference, said work is progressing on simplifying the system and that new innovations would be announced shortly. Asked about the possibility of Cinerama using a single projector, Barnett said that no such innovation is seen in the next six months.

Reeves stated that within the next 60 days, his company will have five Cinerama cameras available, two more than are now available. The supply of sound and projection equipment is plentiful, he added.

Reis Funeral Held

HOLLYWOOD, July 6.—Funeral was held today for Irving Reis, 47, director, who died Friday at the Motion Picture Country Hospital, following a year of illness. His widow and three children survive.

Rank Pact

(*Continued from page* 1)

that the final outcome of the negotiations will call for some adaptation of the Stableford screen in Rank theatres instead of the screen which Skouras brought over for the CinemaScope demonstration. The Stableford product is marketed by the Rank organization, but apart from that, the opinion of optic specialists generally is that the luminosity of the screen exceeds that of Skouras'. It appears reasonable to assume that Rank has insisted on the all-purpose Stableford which can be employed with appropriate masking for conventional screenings and for any other process which may emerge.

'Delighted' with Reception

Before leaving for the Continent, Skouras said he was "delighted" with the CinemaScope reception in London. He said he anticipated 1,000 installation applications within 30 days which, according to him, "far exceeds the initial reaction in America." Skouras said his relationship with Rank was more cordial than ever before.

Plans for the distribution here of "The Robe" have not been announced, but it is understood that the picture will go out on a roadshow basis commencing with the Leicester Square Odeon at the end of August and then around the Odeon circuit in key provincial cities.

Drive-in 3-D

(*Continued from page* 1)

where it eclipses only a quarter of the light previously lost by the device. When this change is made on the two projectors, the light output increases as much as 50 per cent, it was said.

Ryder explained that the flicker blades were introduced in theatre projection equipment to eliminate the flicker on screens of high intensity in auditoriums with a low light level. This is normal procedure in conventional theatres. In drive-ins, the reverse condition exists since the overhead light is high and screen illumination is low, and thus the flicker blade can be entirely eliminated or reduced. Instructions are being prepared by Paramount for circularization to drive-in theatres.

Picture Improvement Claimed

This development, according to Ryder, not only improves 3-D showings but brings new life to the screen and improves the brilliance of standard pictures. It was said that drive-ins will be able to open earlier and better serve the public.

As a result of the reception by Pacific Drive-in Theatres of this improvement, the circuit immediately booked "Sangaree" for subsequent drive-in runs following the current first-run engagements at five of the Pacific drive-ins. The projection equipment at all of the drive-ins playing "Sangaree" here has already been modified in line with the Van Nuys' experiment.

TV in Canada

(*Continued from page* 1)

there have been no significant effects from TV.

In addition, a sharp increase in attendances at drive-ins is being interpreted as indicating that TV is not hurting films at all this summer in most TV-covered areas.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 5 NEW YORK, U. S. A., WEDNESDAY, JULY 8, 1953 TEN CENTS

Cowdin Urges Coast Aid For US Films

Outlines Program for Showings Overseas

By J. A. OTTEN

WASHINGTON, July 7. — J. Cheever Cowdin, recently named to head the government's overseas film program, would like Hollywood studios to put government information messages into films destined ultimately for overseas showings.

J. C. Cowdin

This is one of four ways he wants the help of the U. S. motion picture industry, he declared. The three other ways, he said, are for the industry to make films for the government program at rock-bottom cost; to

(*Continued on page 6*)

Prospects in Brazil Bright

A brighter outlook for the remittance of an estimated $14,000,000 due American film companies from Brazil, or a substantial portion of that sum, was reported here yesterday by the Motion Picture Association of America.

The report was based on information received from Robert J. Corkery,

(*Continued on page 6*)

N. J. Allied Meeting Will Attract 250

ATLANTIC CITY, July 7.—A registration of approximately 250 is expected here for the annual convention of Allied Theatre Owners of New Jersey which opens tomorrow. The sessions will run through Friday, winding up that night with the annual banquet.

New media of projection is expected to hold the spotlight at most of the sessions.

Reaction to Skiatron Was Good, Says Arthur Levey

An analysis of the first 1,000 questionnaires filled in and signed by those who attended the first public showings of Skiatron Subscriber-Vision here last month showed that 93.6 per cent of the audiences would be willing to pay nominal subscription fees for outstanding TV programs of types not available now. This was revealed yesterday by Arthur Levey, Skiatron president. The demonstrations were held June 9-17 at the Belmont Plaza Hotel.

To the question, "Would you be willing to pay to see on your own home TV set outstanding programs of types not otherwise available?" 93.6 answered yes, 5.1 per cent answered no and 1.3 per cent said they did not know.

As to preferences of programs that might be ordered, 83.1 per cent favored hit Broadway shows. Five other categories and their percentage of preference were: new feature pictures, 78.1; educational courses, 58.7; leading sports events, 56.4; grand opera, 53.7, and children's programs, 29.6.

"These figures speak for themselves," Levey said. "They show conclusively that those who saw this

(*Continued on page 3*)

Television Blamed For Recession in U. K. Theatres

By PETER BURNUP

LONDON, July 7.—The box-office recession in England was attributed directly to television today by Sir Philip Warter, chairman of the board of Associated British Pictures Co., who also criticized the "lack of government understanding" of the industry's critical situation.

The total attendance in the company's theatres during the fiscal year just ended fell 5.45 per cent under that of the previous year and 16 per cent below that of 1946, Warter said. Box-office revenue decreased by £231,764, despite the fact that the entertainment tax and the Eady levy were up by £17,560.

The reason for this anomaly, Warter said, is that the Chancellor of the Exchequer has been giving trifling concessions and placing relief emphasis on small theatres with low admission prices, thereby handicapping the greater part of the ABPC circuit which is comprised of modern, well equipped theatres.

Nevertheless, Warter said, the main

(*Continued on page 3*)

New Long-Term Pact Given E. J. Mannix

HOLLYWOOD, July 7. — E. J. Mannix, an M-G-M vice-president and general manager of the company's studio at Culver City, has been signed to a new long-term contract.

Mannix went to M-G-M in 1925, after having held numerous positions in exhibition and in theatre operation with Loew's, in New York.

"Little Boy Lost"

[*Paramount*] *Hollywood, July 7.*

THIS could be another "Going My Way." Who can tell about Bing Crosby? Except, of course, the public. For this is as much a switch from what Bing has been doing lately as "Going My Way" was from the films he had been doing before that one came along and pitched him into the Number One Money-Making Star spot in the QP poll where he stayed for five years. This time he is the only American in an otherwise all-French cast; he sings only a little, quite incidentally to the story; and there is hardly any humor at all in the production. But there is—and this is why it could be another "Going My Way"—a very great lot of heart in the picture—heart, sincerity, earnestness and faith—as was the case on that occasion likewise. This could be as big or small a picture as the market for those things, and for Bing, may be at this point on the calendar. It is usually colossal.

The picture is a Perlberg-Seaton production, produced by William Perlberg and directed by George Seaton, from a script by the latter based on a story by Marghanita Laski. The scene is principally France, pre-war and post-war, and the cast contains some of the finest per-

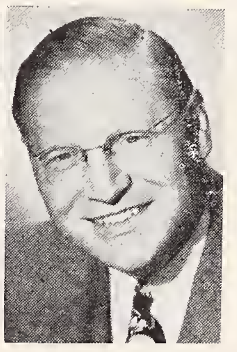
(*Continued on page 2*)

Offer 8-Point Program for Transition

AB's Hyman Warns of 'Chaos' in New Media

By MURRAY HOROWITZ

An eight-point program to avoid "chaos" in the transition period of new screen and sound techniques was offered here yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.


E. L. Hyman

Highlights of the program call for the standardization of stereophonic sound on the film strip, the utilization of any screen aspect ratio which will make the picture impressive, an improvement in the quality of polarizing glasses for

(*Continued on page 3*)

AB-PT Gross Rises 20%

An estimated 20 per cent rise in box-office grosses for the second quarter of this year for American Broadcasting-Paramount Theatres was attributed here yesterday to the "unusually fine product released during May and June."

The estimated rise as compared to the same quarter last year was cited

(*Continued on page 3*)

100 AB-PT Houses Have New Sound

About 100 American Broadcasting-Paramount Theatres are equipped for stereophonic sound, Leonard H. Goldenson, AB-PT president, disclosed here yesterday.

He estimated the cost per theatre, for sound equipment and installation was $15,000. The figure in some instances he added, includes new screens in smaller AB-PT theatres.

Personal Mention

CHARLES BOASBERG, RKO Radio general manager, left New York last night for Toronto.

•

Vincent M. Fennelly, Allied Artists producer, is the father of a son born to Mrs. Fennelly at Queen of Angels Hospital in Los Angeles. The baby will be named Kevin Patrick.

•

Russell Holman, Paramount Eastern production manager, on Sunday will leave New York by plane for Hollywood.

•

Marty Wolf, assistant general sales manager of Altec Service Corp., has arrived in Atlantic City, N. J., from here.

•

Lou Cohen, manager of Loew's Poli, Hartford, has been elected a director of the Hartford Chamber of Commerce.

•

George Weltner, president of Paramount International, will arrive in New York on Saturday by plane from Europe.

•

Marion Gering, producer, and Gladys Spero, of New York, were married yesterday in Rome, Italy.

•

Jim Schiller, Allied Artists West Coast exploiteer, has arrived in Tucson, Ariz., from Hollywood.

•

David Cantor, RKO Radio exploitation director, will leave New York today for San Francisco.

•

Dave Coplan, president of International United Pictures, will arrive here tomorrow from Ottawa.

•

Bing Crosby and his son, Lindsay, left New York last night for Elko, Nev.

•

Arnold Moss, actor, tomorrow will fly from New York to Hollywood.

•

Jules V. Levy, producer, has left New York for Europe.

104 Italian Films To Weill for TV

A two-year television distribution agreement involving advances of approximately $1,000,000 for 104 American-language Italian films has been concluded by Jules Weill, president of Specialty Television Films, Inc., and a group of Italian producers.

The deal includes Italian product produced during 1949-1953. The dubbing program will begin immediately, and the first package of films will be ready for release by September.

'Stranger' at Criterion

RKO Radio's "Affair with a Stranger" will open at the Criterion Theatre here on Friday, Charles Boasberg, general sales manager, announced.

"Little Boy Lost"

(*Continued from page 1*)

formers anybody could wish to witness. Outstanding among these players is Christian Fourcade, the little boy referred to in the title, who is quite equal to the difficult assignment given him and a mighty interesting young personality besides; Claude Dauphin as Crosby's closest friend; Gabrielle Dorziat as the Mother Superior of an orphanage where the boy is sheltered; Nicole Maurey as the boy's mother, and Georgette Anys as a laundress.

Crosby is seen as a radio-reporter sent to cover Paris in 1939, married to a French girl, separated from her and from their son in the Nazi invasion, and returning to Paris years later, knowing his wife was killed by Nazis during the war, to seek the son he hopes still lives. The obstacles to his search, the seeming success and abrupt frustrations, the jubilation when he believes he has found the boy, and the heartbreak when he is convinced to the contrary, together with the efforts of his friend and the boy's to help him, are what the story is about. Crosby sings a song or two along the way, altogether without pitching, and plays the part dead straight. It will be awfully hard for a parent or anybody who has ever been one to sit this out with a dry eye. And maybe that goes for everybody else, too. It will take exhibition to determine about that.

Running time, 97 minutes. General audience classification. Release date, not set.

William R. Weaver

"The Maze"

(*Allied Artists—Three Dimension*) *Hollywood, July 7*

THIS would be a fine job of melodramatic narrative in any medium and it is a finer one in 3-D. Showmen who have been insisting that the proof of 3-D could not be determined until a picture came along that used stereoscopy as naturally as any of the standard tools of the trade can now be convinced of the effectiveness of the new medium. That is the way stereoscopy is used in this expertly developed presentation of a tense mystery. There is never a moment of letdown. Terror is created logically; and the explanation, when it comes, fully justifies the situations.

Richard Carlson is the top name for marquee purposes in this country, while Veronica Hurst is the best billing for bookings abroad. She is an English actress who has not been seen in American pictures before but is sure to be seen again. Others in the relatively small but capable cast are Katherine Emery, Michael Pate, John Dodsworth, Hillary Brooke, Stanley Fraser, Lillian Bond, Owen McGiveney and Robin Hughes.

The principal scene is Craven Castle in Scotland to which Carlson, heir to a baronetcy, is summoned on the eve of his marriage to Miss Hurst. When he writes a strange letter in which he releases her from their engagement, she and her aunt go to the castle where they find so much to bewilder them that they send for friends to join them. This is as much of the synopsis as anybody should tell. It is strongly recommended that patrons be advised to see the picture from the beginning.

William Cameron Menzies, a stickler for artistic integrity, designed the production and directed its performance, both superlatively. The producer was Richard Heermance and the executive producer was Walter Mirisch. Dan Ullman wrote the script from a story by Maurice Sandoz. Harry Neumann's skill with the camera made the most of the goal for realism.

Running time, 81 minutes (not counting intermission). General audience classification. July release.

E. C. Grainger, Jr., A U. S. Tax Lawyer

Edmund C. Grainger, Jr., son of E. C. Grainger, head of the RKO Theatres film booking department, has been appointed an attorney in the tax division in the office of the U. S. Attorney General in Washington. Up to his appointment Monday, Grainger had been with the law firm of O'Brien, Driscoll and Raftery for three years, and prior to that was with Simpson, Thacher and Bartlett for five years.

'Sword and the Rose' In 'Frisco July 23

Walt Disney's "The Sword and the Rose," with color in Technicolor, will have its world premiere at the St. Francis Theatre in San Francisco on July 23. RKO Radio is releasing. It will open in 350 theatres across the country early in August.

Film Firms Cited by 'Financial World'

Among a total of 1,923 industrial organizations and financial institutions which will be honored today by the publication "Financial World" for preparing informative annual reports for 1952 are Columbia Pictures, Disney Productions, Loew's, Monogram, Paramount, Republic and 20th Century-Fox.

The citations are awarded to encourage corporations to make their annual reports more understandable and interesting.

Certified Surveying 3-D

The results of a five-month nationwide survey of audience reactions to 3-D, from the very first stereotechnique short subjects to current full-length features, will be released shortly by Certified Reports, Inc., according to its president, Jack H. Levin.

Mexican Filming Is Halted by Strike

MEXICO CITY, July 7.—The Labor Ministry is mulling the request of 19 producers against whom technical and manual workers sections of the Picture Production Union are striking to enforce demands for a 40-hour week, that the shutdown be declared illegal.

The producers say the strike has suspended the making of 44 pictures which they value at $4,000,000. The National Cinematographic Industry Workers Union (STIC) is backing the strike, in accordance with the recent friendship and solidarity pact made by STIC and STPC.

The strike is not in the least affecting exhibition. All exhibitors here obtained two years of labor peace by granting their unionized help—STIC members—a 12 per cent pay hike.

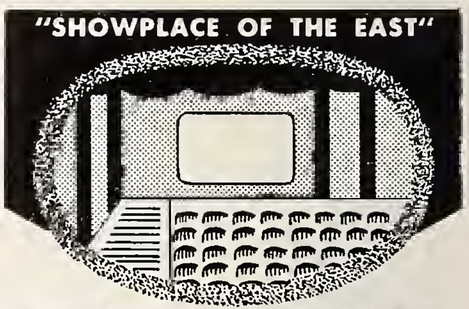
Foreign Product Curtailed

The National Cinematographic Board, of which Jose Lelo de Larrea is chairman, placed at 310 yearly the top number of foreign pictures that can be imported, as asked by the STIC and STPC.

STPC has asked President Cortines to prevent dumping in Mexico of U. S pictures which TV has made below standard for American exhibition and which, according to STPC, exhibitors in Mexico would snap up because of the very low rental prices at which these films would be offered.

Meanwhile, STIC is pressuring Mexican distributors with the threat of a strike on Aug. 1, to hike salaries 12 per cent. STIC has allowed the nine U. S. companies until July 31 to meet its demand for a 10 per cent wage increase and to withdraw the companies' counter demand for time clocks for union employes.

STOCK FOOTAGE
Summer Sunsets, Winter Winds, Surf and Sands and Snow and Sky . . . any season or mood...easy to order from 15,000 completely cross-indexed subjects. Send for Catalogue B
NBC FILM LIBRARY
105 E. 106 St., New York



"SHOWPLACE OF THE EAST"
MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
This theatre is equipped with 3-D, 16 mm INTERLOCK and FEATURING 35mm. THREE CHANNEL INTERLOCK PROJECTION.
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0360

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TV Blamed

(*Continued from page* 1)

reason for the drop in attendance is television. He said the greatest slump occurs during the peak television hours, adding that he considered it doubtful whether the present nationwide weekly attendance of 25,000,000 can be maintained. Warter said he was sure that during the next few years there would be an inevitable reduction in the present number of theatres. Even ABPC, he said, is planning to close small, uneconomic theatres which probably would "go to the wall anyway."

Warter also condemned sponsored television, stating that "it is not for me to stress the effects, taste and culture which sponsored television possibly can produce, but I must warn that, in addition, the competition of sponsored television inevitably will have serious consequences in every section of the film industry."

Sees Subsidies as Vital

The most important segment of Warter's statement concerned government subsidies. Despite the government's Film Finance Corporation and the Eady levy, ABPC production is still uneconomic, he said. The Elstree studio has been rebuilt and re-equipped at a cost of £1,250,000, he said, pointing out that ABPC had provided also substantial sums toward the cost of producing British films.

"It would be nothing short of tragedy," he said, "if, through the lack of government understanding of the present critical juncture, all this good work would come to an end and the Elstree studios would be forced to close."

Warter declined to be drawn into a discussion on CinemaScope commitments, apparently taking the view that despite the widening of not only the screen but the whole industry's horizons, other developments are waiting just around the corner.

Despite all this, Warter said that ABPC would still protect its investors with fixed assets of £20,643,843 and reserves and undistributed profits showing an increase of £92,972.

Skiatron

(*Continued from page* 1)

new TV system in operation favored the subscription method."

Feature pictures, supplied by four companies, were shown twice daily during the last five days of the demonstration. The companies cooperating, each of which furnished two features for the free showings, were M-G-M, RKO Radio, Walt Disney Productions and Republic.

Levey emphasized in announcing results of the questionnaires that subscription television would supplement, not supplant, the type of free TV shows now on the air. He said it would simply give an additional choice to the TV set owner by making it possible for him to order and pay for programs which otherwise would not be available.

Connecticut Tourney Set

The annual outing and golf tournament of the Motion Picture Theatre Owners of Connecticut will be held Tuesday, Aug. 18, at the Racebrook Country Club, in Orange, Conn. George H. Wilkinson and Albert M. Pickus are co-chairmen of the committee in charge.

Program for Transition

(*Continued from page* 1)

3-D, and the avoidance of any let-up in film product during the transition period.

Hyman, explaining that his recommendations were made following talks with producers, distributors and exhibitors, warned that unless the industry unifies its efforts, business will be "blighted" during the transition.

He drew a parallel between the motion picture business today and the phonograph record industry of previous years, when two major phonograph companies urged the adoption of two different record systems, the 33⅓ rpm and the 45 rpm.

Considers Sound Big Problem

"Following the confusion in the phonograph and record business," Hyman continued, "that industry found its business at the lowest ebb with many phonograph and record dealers going out of business. Out of this chaos eventually came a three-speed turntable and the public now takes its choice with the record business now at its peak." Hyman credited the film industry with coming up quickly with a "three-speed turntable" in the form of an all-purpose screen, but added that sound presents a bigger problem.

An AB-PT trade press luncheon held here yesterday was also attended by Leonard H. Goldenson, company president, who called upon production-distribution to standardize aspect ratios "within certain areas." Goldenson maintained that there is not much difference in aspect ratios from 1.66 to 1 to 1.85 to 1 and that standardization in that area should be reached.

Other points in Hyman's program were these:

The market has been killed for 2-D black-and-white "quickies" and this kind of picture should be avoided.

Continue to make 3-D pictures but improve on the quality and broaden the scope of the subject matter to include subjects other than Western and science-fiction topics.

Sufficient space at the top and bottom of future conventional pictures should be incorporated so that exhibitors who have wide screens can enlarge them to the best adaptable size for their theatres.

Sound should not be dubbed in on pictures already made just for the sake of advertising stereophonic sound, but ingenuity should be devoted to include stereophonic sound as pictures go into production so that all phases of the stereophonic sound system can be utilized, including auditorium speakers.

Above all, do not withhold production until more wide dimensional pictures are released and then strive desperately to get into production with a resulting lapse into the "quickie" type of picture.

The advertising and exploitation of each picture should begin when it goes into production and should be kept alive constantly in an increasing crescendo until the picture arrives in the theatre, with the release campaign acting as the climax.

Regarding the dubbing of sound on pictures already made, Hyman said "the results of this to date have been meaningless, without value and at an exorbitant price to the exhibitor for the necessary sound equipment." On sound standardization, he urged all producers to perfect the development of a single film strip carrying "the four necessary sound tracks for stereophonic sound" as quickly as possible. He said this innovation would render the magnetic recorder obsolete.

Hyman disclosed that AB-PT is conducting a test with permanent polarizing glasses, to be returned after a performance, at the Tower Theatre, Philadelphia. Patrons, he said, find the cardboard viewers inadequate.

New Theatre Video Firm Sets Plans

The formation of the "nation's largest closed-circuit theatre television project" was claimed here yesterday by Milton N. Mound, chairman of Box-Office Television, Inc., in announcing a trade press conference for today.

The corporation, said Mount, will announce its initial college football program, involving what was said to be some of the foremost teams in the country at today's press conference. In addition, he added, the project also will encompass telecasts of other sports, musical, theatrical and special events.

All Dowling Product Will Have Color

HOLLYWOOD, July 7.—The entire future program of Allan Dowling Productions, Inc., will be shot in color for wide-screen projection. Allan Dowling, who will be executive producer for all production, disclosed that the company already has "Donovan's Brain" set for September release through United Artists.

Currently in preparation as the next Dowling project is "The Sea Is a Woman."

Lewis, Schussel In D.C. for 'Camillo'

Bernard Lewis, IFE exploitation manager, and Seymour Schussel, Eastern division manager, are in Washington for the premiere of IFE's "The Little World of Don Camillo" at the Silver Springs, Plaza and Little theatres tomorrow. The picture will be shown in three different languages — English, French and Italian—in simultaneous engagements at the three theatres.

The event will mark the opening of the new Silver Springs Theatre of the Roth circuit.

Hollywood Hospitable To Foreign Notables

HOLLYWOOD, July 7.—One hundred and twenty-eight dignitaries, diplomats and governmental notables, representing 24 foreign nations, were official guests of the picture industry here during the first six months of 1953, it was disclosed today by the international committee of the Association of Motion Picture Producers.

AB-PT Gross

(*Continued from page* 1)

by Leonard H. Goldenson, AB-PT president, in commenting on the growing recognition among production-distribution firms that quality releases should be evenly spaced throughout the year without regard to so-called "off-seasons."

The recognition that theatre business is a 365-day proposition was also strongly advocated by Edward L. Hyman, AB-PT vice-president, in an address at a trade press luncheon. He told of the substantial increase in AB-PT business during May and June as being an indication of results when quality product is released. The next "seasonal step-child," said Hyman, is December and "we would like to urge distributors to follow their May-June gesture with one equally as beneficial, that is to release quality product during December."

He publicly thanked several companies for their May-June releases.

He called for an end of the practice of counting on major holidays to release pictures, and advocated the policy of "there are no seasons in our business."

Opinions Cross On CinemaScope Costs

Sharp disagreement regarding CinemaScope costs to theatres developed here yesterday in separate statements by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Al Lichtman, distribution director of 20th Century-Fox.

Hyman, at a trade press luncheon, said he referred to the 20th-Fox process when he said that "screens and lenses necessary in the presentation of one of the wide-screen systems are so high in price that they just cannot be afforded by a great many exhibitors." Hyman, in response to questions, took particular issue with the $2,875 price tag put on each pair of CinemaScope projector lenses. He claimed that lenses of that type should not cost more than $400 to $500 for a set, basing his claim on talks with lens manufacturers.

Lichtman, when asked for comment, declared that "it's one thing to get a quotation on a lens and it's another thing to have it made."

Cites Cost of Retooling

Lichtman pointed out that 20th-Fox has spent $625,000 alone in payment for retooling at the Bausch and Lomb optical firm, in order to insure an adequate flow of anamorphic CinemaScope lenses. He added that in order to speed up production Bausch and Lomb has gone on a three-shift per day, seven days a week schedule and such a program costs money. In addition, royalties are paid on the process, he stated.

Hyman, in response to a question, said that AB-PT has installed all-purpose Walker Screens and plans to install a number of Raytone Screens in a number of situations.

Adele Lacey Futter Dies

Adele Lacey Futter, 39, wife of Walter A. Futter, producer, died at the weekend in Mexico City. Mrs. Futter was once a film actress.

GET ABOARD THE EXPLOITATION PICTURE OF THE YEAR!

"THE BAND WAGON"
M-G-M's TOP TECHNICOLOR MUSICAL

MOST PUBLICIZED!

Just the beginning, coming and current publicity: Cover on Life. Full pages in Life. Cover on Newsweek, big story inside. N. Y. Times Magazine (*nationally circulated*), publicity spread. Collier's, song layout. Sunday Mirror (*nationally circulated*), Movie of Week layout. Screenland, cover. Ladies' Home Journal, photograph and copy. Associated Press, publicity layout. Look, cover, inside story. Photoplay, photo layout. American Magazine, colored photo. Coronet, full page Movie of Month. Tempo Magazine, 2-page layout. King Features Syndicate, feature and art. Motion Picture Magazine, Modern Screen, Movie Spotlight, Screen Stars, Movie Play, all carry stories and art. Space does not permit more details of what will be the greatest publicity barrage of recent years!

BIG AD CAMPAIGN!

Sensational newspaper display ads. Exciting teaser ads. Fan Magazine full pages in all leading publications. Picture of the Month column in 9 top national magazines. Full page in Look. Other advertising, including ads in connection with Song Contest.

SONG CONTEST!

A big National Contest tied in to local level. Blankets America with 80 top radio stations (*with some TV promotion*). One week of playing records from "Band Wagon" album. Contest with listeners writing in their favorite song and in 25 words or less why they want to see the picture. Prizes for disc jockeys, station managers, public. One of the most complete contests ever staged by films, with special promotional platters, star and songwriter interviews.

"BAND WAGON" ALBUM!

Available for tie ups. 10,000 dummy covers of M-G-M Records Album. 3-col. co-op ads and mats. Dealer-exhibitor window contests. Full page trade ad in Record Review. 250 Albums for disc jockeys.

FRED ASTAIRE STUDIOS!

Posting special photos in all studios nationwide. New York headquarters has sent contest ideas to its affiliates, has purchased hundreds of stills and is using "Band Wagon" mention in ads.

OTHER MUSIC TIE UPS!

Dummy sheet music covers for window display. Other record companies will assist with their own recordings.

NBC BROADCAST!

NBC on Saturday, July 11th from 3 to 3:30 on "What's The Score" will broadcast full half hour of songs from the M-G-M Records Album of "The Band Wagon". Carried on more than 100 stations. Tie in with this locally. Many more stunts and promotions on Radio and TV, such as Stork Club, Winchell, Ed Sullivan. Also, girls in costume visit disc jockeys.

WINDOW DISPLAYS!

For Music Hall Premiere in New York many exciting window tie ups arranged, which can be duplicated everywhere.

DIETZ-SCHWARTZ TOUR!

"The Band Wagon" song-writers will make tour of cities for publicity, appear on radio, TV, etc. They have recorded special interview platters for use everywhere otherwise.

SONG WRITERS' SALUTE!

More than 25 of America's top song writers have given permission to use their names as in following example: "Irving Berlin gets aboard THE BAND WAGON saluting the 25th Anniversary of Howard Dietz and Arthur Schwartz."

TEASER, REGULAR TRAILERS!

Sensational Technicolor teaser and full-length trailers. Use them as far in advance as possible.

NEW SEASON IDEA!

Many theatres plan to use the phrase: "Get Aboard The Band Wagon" as a slogan for their whole line-up of new season shows, even though they may not play "Band Wagon" first. The phrase is a refreshing change from the usual "New Season Film Festivals, etc." Those who play it as a lead-off of their new Fall Movie Season will not only sell "Band Wagon" but it's a perfect spring-board for the whole program.

PRESS SERVICES!

Special service of Art and stories to Key City papers through M-G-M press representatives. Special direct-mail of color art and features to list of editors.

ACCESSORIES! PRESS BOOK!

Special accessories, including set of color stills, lobby hanger, window display pieces in two sizes. The 24-sheet provides two exceptional cut-outs. For the complete ticket-selling plan on "The Band Wagon" see the showmanship press-book, containing a wealth of material to assure a well-promoted engagement.

Brazil

(Continued from page 1)

assistant vice-president of the international department of the MPAA, who is now in Rio de Janeiro.

It was reported that one major stumbling block growing out of a government order has been rescinded. The order would have prohibited the payment of the film indebtedness out of the $300,000,000 U. S. Export Bank's loan to Brazil. It is now held likely that the $14,000,000, or a substantial portion of that sum, will be paid by the Brazilian government when it receives additional advances on its multi-million dollar loan.

It was reported also that in all likelihood, if negotiations in Brazil are successful, the indebtedness would be paid off within a year, or even sooner. Corkery is due back in New York at the weekend.

Plans 3-D Drive-in At Waycross, Ga.

WAYCROSS, GA., July 7.—Plans for construction of a new 400-car, 3-D equipped drive-in have been completed by John Harrison, Waycross City manager for Georgia Theatres. The circuit recently purchased the Waycross-Drive-in which will be operated until the new drive-in is opened. The Waycross has been reopened after a shutdown of several weeks for repairs.

Harrison also announced the promotion of Freddie Crosby to manager of the Ritz and Harold Linton to manager of the Waycross-Drive-in.

Cowdin Urges Coast Aid

(Continued from page 1)

distribute some of the films through private distribution channels with rentals above distribution costs going to the government; and to do a better job screening out films or sequences that might hurt this country abroad.

Cowdin outlined these views, some of which may provoke considerable industry controversy, at a closed-door session of a House Appropriations sub-committee on June 24. His testimony was made public only today. The International Information Administration is seeking $87,900,000 for the year ending next June 30; the film division would get $6,400,000. The sub-committee has voted to give IIA only $60,000,000.

Cowdin also told the sub-committee that he had recruited an advisory group of top-notch industry names, men who will serve without pay "and give the amount of time necessary." Frank Capra will serve as chairman, Cowdin said, and members include Frank Freeman, Milton Pickman, Edgar Mannix, Gunther Lessing, Roy Brewer, Walter Pidgeon, Richard Breen, George Sydney, Carey Wilson, William Pine, Sam Briskin, Charles Brackett, Arthur Freed, and, as an ex-officia member, IIA film consultant Cecil B. DeMille.

He hopes soon to make a personal tour of film libraries and other overseas operations of the film program, Cowdin said. He urged that the film budget be greatly expanded—possibly to twice the $6,400,000 request.

Cowdin said the idea of getting American messages into Hollywood films is not entirely wishful thinking "because I have discussed it with two or three studio heads." He indicated his approach would be to draw up a list of "do's and don't's"—items that should be eliminated from Hollywood films as harmful to U. S. interests and other items that should be included to help U. S. foreign policy.

Says Few Lines Will Help

"You cannot ask someone who is making a $4,000,000 picture on private capital to ruin his script," Cowdin admitted. "But I am close enough to that side of the business to know there are an awful lot of places in that script where a few lines can be put in without hurting the value of the picture and which will help fulfill some of our missions without any cost to us."

The former Universal board chairman said he saw no reason why films made for the government program could not get wider distribution through private industry channels and at the same time recoup some of their production costs through rental charges.

"I do not like to see a lot of money going out and nothing coming back," he declared. "I think we can make pictures which we can have distributed, and have distributed through the regular channels of distribution, and we can make fair contracts for their distribution and get much of our capital back in many instances."

Cowdin said he had discussed with his new advisory committee the subject of having Hollywood make films for the government program, and "we figured out the costs of making pictures with the top brains of this industry. As against our current cost, I find we can make them more efficiently and cheaper, by the use of those technicians and brains, than we can with what we are doing."

Sees Some Films 'Harmful'

Admitting that some Hollywood films that go abroad "are harmful," Cowdin said "a lot of action is going on within the picture business itself to correct that on a voluntary basis." He also emphasized that it's hard to tell in advance what will and won't be harmful, and that many American films are doing a great deal to implement U. S. foreign policy.

the man with 200 brainpower*

ALTEC SERVICE CORPORATION has more than 200 engineers actively engaged in the servicing of motion picture projection and sound equipment and the investigation of every new projection and sound technique including theatre television. Their knowledge of new equipment and improved servicing techniques is checked at Altec's laboratories and distributed to every Altec Service Man. This circulation of information provides your local Altec Service Man with the useful experience and knowledge of more than 200 fellow engineers. His warehouse of knowledge is your assurance of the right service at the lowest practical cost.

ALTEC® SERVICE CORPORATION

161 Sixth Ave., New York 13, N.Y.

The finest in technical service for theatres

1st 3-Dimensions at New York Drive-ins

ALBANY, N. Y., July 7.—The Walter Reade and Harry Lamont drive-ins at Kingston, jockeying for the inside post as first outdoor theatres in New York State to present a 3-D feature, came across the starting line abreast. They had simultaneous openings of "Man in the Dark" and "The House of Wax," respectively.

Reade was the first to advertise three-dimensional, at the 9-W Drive-in, whereupon Lamont moved up "House of Wax" to day and date at the Sunset Drive-in. Reade booked for three days, Lamont for five. Both theatres claimed a "first" in their advertising.

National Pre-Selling

"MISS SADIE THOMPSON," a 3-D wide-screen Technicolor picture starring Rita Hayworth, receives an attention-compelling pictorial story in "Collier's" July 11 issue. The story is introduced on a two-page editorial spread in full color. This is followed by photographs of other famous "Sadies" of past years. "Collier's" author says "Rita gives Sadie Thompson a heart of pure uranium."

Also in the issue is another two-page spread in full color telling about Walt Disney's first 3-D cartoon film, "Melody."

"Melody" is a wide-eyed open-hearted tale of man's progress from birth through school, family life and old-age to death." It will be released this summer.

●

"Twelve Mile Reef's" star, Terry Moore, dominates the front cover of "Life's" current isue. On location for "Twelve Mile Reef," "Life's" lensmen photographed her in full color while the starlet-turning-star was in a jolly mood.

In the same issue there is a two-page spread which spotlights scenes made during filming of "Twelve Mile Reef" which co-stars Robert Wagner. Also receiving prominent mention is "Man on A Tightrope," now playing first-run theatres.

●

"Thunder Bay's" feminine star, Joanne Dru, said "Jimmy Stewart can underplay a scene so well he is really a one-man drama school" when interviewed for the July 5 issue of "Pictorial Review."

●

"The War of the Worlds," "Young Bess" and "It Happens Every Thursday" are among the pictures recommended in the July issue of "Woman's Home Companion."

●

"Scared Stiff," "The Juggler" and "It Happens Every Thursday" are reviewed in a discerning manner by Ed Miller in the July issue of "Seventeen." The reviews are supported with action photographs taken during the filming of the three productions.

●

"Julius Caesar," "Fanfan the Tulip," "Shane," "Young Bess" and "Split Second" are some of the pictures listed in Florence Somers' "The Best Bets" department in the July issue of "Redbook."

●

"The Cruel Sea," "White Witch Doctor," "The Moon Is Blue" and "The Juggler" are reviewed in the July issue of "American Magazine."

John W. McPherrin, the publisher, wrote an editorial for the July issue under the title of "Our Heritage." He said, "In 1741, 35 years before the birth of this nation, America's first magazine was born and published for a few months. Its name was 'The American Magazine.'

"Although the original magazine did not live very long, its significant name is as alive today as it was 212 years ago. Every month for the last 40 years, it has given spirit and character to the magazine we have the honor to publish."

WALTER HAAS

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 6 NEW YORK, U. S. A., THURSDAY, JULY 9, 1953 TEN CENTS

Goetz Leaving As Head of 'U' Studio

Edward Muhl to Take His Production Post

HOLLYWOOD, July 8.—William Goetz, in charge of production at Universal-International Studios, will terminate his association with that organization at the expiration of his contract in November, it was officially announced here today following a conference between Goetz and Milton R. Rackmil, president of Universal.

Rackmil stated that Edward Muhl, vice-president and general production executive, would assume charge of studio operations.

"We sincerely regret," Rackmil stated, "that our contract discussions, conducted under the most amiable of circumstances, were unsuccessful and

(*Continued on page 3*)

Hyamses Get MGM Films for Britain

LONDON, July 8.—Reissue rights in Great Britain to selected M-G-M productions have been secured by Philip and Sid Hyams for their Eros Films. It is the first time that M-G-M product has passed through the hands of another company here.

The agreement is for an indefinite period. In the first stage it covers 24 pictures. The films, says Philip Hyams, will be booked to make up complete programs or as singles. Eros will be concerned with 35mm distribution only. M-G-M's 16mm department will continue to handle 16mm prints.

The first 24 films include "The Barretts of Wimpole Street," "Goodbye, Mr. Chips" and several Abbott and Costello and Laurel and Hardy subjects.

Name 4 from D. of J. For SBC Hearing

WASHINGTON, July 8. — The Senate Small Business sub-committee investigating film industry trade practices today disclosed the names of four Justice Department officials who will testify in open hearings Friday.

The Justice delegation will be headed by Assistant Attorney General Stanley N. Barnes, head of the

(*Continued on page 3*)

Myers to Address NJ Allied Today

ATLANTIC CITY, July 8.—Abram Myers, general counsel of national Allied, will discuss the admission tax situation at the first business session of Allied Theatre Owners of New Jersey's convention here tomorrow. A discussion of new projection media also is on the agenda.

Today's convention activities were confined to registration, a closed meeting of the board of directors and a brief "welcoming" session. The convention will end Friday night with the traditional banquet.

Seek Settlement of UATC-Loew Tilt

Negotiations looking toward an out-of-court settlement of Loew's suit against the United Artists Theatre Circuit are under way.

Loew's suit, filed in Federal District Court here last September, seeks the appointment of a receiver to satisfactorily liquidate its joint interests with UATC in eight theatres. Cautious optimism on the progress of negotiations was voiced by one party in the negotiations. He added, however, that he does not see any quick settlement to the long-standing dispute.

The divestiture of Loew's joint interests in the eight theatres is required under terms of Loew's consent decree. The filing of the suit came after Loew's failed to get a new extension of its deadline last September from the Department of Justice. The following theatres are held jointly by both parties: Loew's State, Louisville; Loew's Century, Parkway, and Valencia, Baltimore; Loew's Broad and Loew's Ohio, Columbus, and Loew's Penn and Ritz, Pittsburgh.

Mason Bill to Get Hearing Tomorrow

WASHINGTON, July 8. — The House Ways and Means Committee has tentatively scheduled for Friday an executive session to consider and vote on the Mason admission tax relief bill. The Mason Bill would exempt motion picture theatres from the 20 per cent Federal admission tax.

The meeting is tentative since the House might be called on to meet early on Friday to consider extension of the excess profits tax, approved by the Ways and Means Committee, today. Committee officials said, however, that chairman Reed (R., N. Y.) was willing to meet as early as nine o'clock if necessary, to get action on the Mason bill.

Even if the Friday meeting should be blocked for some reason, the tentative scheduling of the meeting for that day makes it clear that Reed intends to get an early vote on the bill—if not this week, then probably next week.

Reed and Mason have indicated they are confident the bill will be approved once it comes to a committee vote. Some other committee members, how-

(*Continued on page 3*)

'U' Tells SEC of Debt Reduction

WASHINGTON, July 8.—A reduction of $425,000 in indebtedness of Universal-International was reported here today by the company to the Securities and Exchange Commission.

The report listed the company's indebtedness as of June 30 at $3,650,000, compared to outstanding debts of $4,075,000 reported in February of this year.

Toronto Projectionists Are Against The Exhibition of Films on Sundays

TORONTO, July 8.—Toronto Local No. 173, Moving Picture Operators Union, has officially objected to the introduction of Sunday film shows here, the spokesman for a protest campaign being union president James Sturgess who emphasized that projectionists "want no part of Sunday shows."

The issue developed when the Toronto Film Council, linked with the National Film Board, secured permission to conduct "educational film programs" at Hanlan's Point on the Toronto lakeside. Sturgess pointed out that no professional projectionists would be used in the venture but contended it was the thin edge of the wedge to install Sunday shows in theatres throughout this area.

"We believe the whole scheme is commercial. We have always opposed Sunday showings," declared the union president in announcing that the projectionists would place their objections before the Toronto Civic Board of Control.

Slates Sports Program for Theatre TV

Notre Dame Is Signed; Globetrotters, Too

Notre Dame home football games, also basketball events featuring the Harlem Globetrotters, will be made exclusively available for theatre telecasts under contracts signed by Box-Office Television, Inc., a new theatre TV programming firm.

Announcement of the upcoming theatre TV sports events was made here yesterday by Milton N. Mound, president of BOT. Mound said that BOT will not confine its activities to sporting events, but plans theatre telecasts of Broadway stage shows, concerts, ballet and business meetings.

Mound said that BOT has a five-year exclusive deal with Notre Dame governing its home games and a six-year contract with the Harlem Globetrotters. The deal with Notre Dame, he added, requires BOT to theatre telecast an undisclosed minimum number of games during a season, with an option on the remainder.

BOT's upcoming football and basketball schedules represent the first

(*Continued on page 3*)

'The Robe' To Bow At the Roxy Here

Twentieth Century-Fox's "The Robe," in CinemaScope, will have its New York premiere at the Roxy Theatre, the company announced here yesterday. The picture will open in late August following a refurbishing of the theatre.

Headed by Darryl F. Zanuck, vice-president in charge of production, a contingent of Hollywood celebrities

(*Continued on page 3*)

Set Oct. 23-24 for Variety Meeting

The mid-winter meeting of Variety Clubs International will be held in Washington on Oct. 23-24. In announcing the dates of the meeting, Jack Beresin, international chief barker, stated that delegates from England, Ireland, Mexico, Japan, Canada and the newly-formed tent in Germany will be in attendance, along

(*Continued on page 3*)

Personal Mention

WILLIAM W. HOWARD, RKO Theatres vice-president, will leave New York today for Los Angeles and San Francisco on a theatre inspection trip.

•

M. L. Simons, assistant to H. M. Richey, M-G-M exhibitor relations head, yesterday spoke before the Bronx Rotary Club.

•

Clarence Lanthorn, assistant manager of Loew's Ohio in Columbus, and Shyla Kettler have announced their engagement.

•

William D. Kelly, in charge of the print department for M-G-M, has left New York for a vacation in New England.

•

Bernard Jacon, IFE Releasing Corp. vice-president in charge of sales, is in Washington from New York.

•

John P. Byrne, Eastern M-G-M sales manager, will return to New York today from New Haven.

•

Harold Wirthwein, Allied Artists Western sales manager, has left Hollywood for the Midwest.

•

C. J. Latta, of Associated British Picture Corp., has returned to London from Hamburg, Germany.

•

Paul N. Robins, Television International Co. general manager, has left New York for Europe.

•

Robert Cohn, Columbia producer, has arrived in New York from Hollywood.

Dignitaries on TV Will Open 'Don'

WASHINGTON, July 8.—With CBS-TV television cameras covering the ceremonies, Gov. L. L. McKeldin of Maryland, Ambassador Henri Bonnet of France and Ambassador Alberto Tarchiani of Italy are to simultaneously pull electric levers which will start projectors rolling in the three theatres which tomorrow will premiere "The Little World of Don Camillo," in English, French and Italian versions.

The film will be in English at the Silver Spring, in Italian at the Little Theatre, and in French at the Plaza.

Republic to Be Host At Allied Party

ATLANTIC CITY, July 8.—Republic Pictures will be host tomorrow at a cocktail party for the delegates to the Allied of New Jersey convention at the Hotel Traymore here. Three Republic executives will be present, C. Bruce Newbery, director of sales; Neil Agnew, special assistant to president Herbert J. Yates, and district sales manager James V. O'Gara.

Review

"Vice Squad"

(Sol Lesser—United Artists)

LAST year producers Jules V. Levy and Arthur Gardner and director Arnold Laven turned out "Without Warning," a well-knit, modestly budgeted study of a psychopathic killer. The same team has produced another satisfying picture in "Vice Squad." The film might have a wider range of patronage with another title, although it probably was selected for exploitation purposes. In any event, "Vice Squad" is an adult and absorbing narrative about crime and punishment in Los Angeles. It covers a little more than a 24-hour period and centers principally on an earnest and tough-talking police captain.

Edward G. Robinson, in the central role, gives a rounded performance as a law enforcement officer who is understanding, hard-boiled and possessor of a sense of humor. The humor is evident throughout in the many character parts which give this film some of its special quality. Co-starring with Robinson is Paulette Goddard in an effective but comparatively minor role as the brassy head of an "escort bureau."

The film opens on a note of suspense as a couple of hoodlums are hijacking a car from a used car lot. A policeman is killed in the fracas and the only witness is a mousey undertaker on his way home from a tryst with a blonde who is some years younger than his wife. Robinson's efforts to get the undertaker to talk and some other underworld clues lead to the revelation that the hoods are going to stick up a local bank. In the hold-up, awaited by the police, two of the gang are killed, but two escape with a bank employee as hostage. The latter is rescued in a terse, extremely effective climactic fight in a deserted warehouse in the L.A. waterfront district.

The foregoing is no more than a bare idea of the variety and excitement in the screenplay by Lawrence Roman. Director Laven keeps his cameras on the move continually, catching revealing character and occasionally hilarious bits and business. Roman's screenplay also does exceptionally well in keeping in line the many early plot threads which eventually come together in a neat knot at the climax.

Supporting Robinson and Miss Goddard are Porter Hall, as the worried undertaker; Joan Vohs, as the latter's girl friend; Adam Williams, as a chicken-hearted hood, and Dan Riss as an assistant to Robinson. Not listed in the credits is a wonderfully addled gentleman who believes television "shadows" are trying to catch him.

The film is a Sol Lesser presentation.

Others in the cast are K. T. Stevens, Jay Adler, Lee Van Cleef and Mary Ellen Kay.

Running time, 87 minutes. General audience classification. Release date, July 31.

Mayer-Owned Films Not in S-W Deal

HOLLYWOOD, July 8.—Louis B. Mayer today formally denied a statement imputed to Si Fabian, Stanley Warner president, that S-W had acquired an option to purchase the screen rights to story properties owned by Mayer.

Mayer released a press statement declaring, "No options on story and play properties owned outright by Louis B. Mayer were included in the deal between Stanley Warner Theatres and Cinerama Productions."

The release emphasized that "Paint Your Wagon," "Blossom Time," "Joseph and His Brothers" and other properties owned outright by Mayer were not part of the S-W deal and remain exclusively Mayer's property.

Regional Sales Plan On 'Paris Express'

"The Paris Express," which is being distributed independently by George Schaefer, probably will not be handled later by a major company as originally planned.

Schaefer contemplates the appointment of a sales representative in each exchange territory to make deals for subsequent-run engagements. Shipping will continue to be handled from New York.

Herman Wellenbrink, Pioneer Exhibitor

Herman H. Wellenbrink, 71 of Sea Girt, N. J., one of the early theatre owners and a former president of the United Exhibitors Association, died Monday at his winter home in Delray Beach, Fla. He was born in New York.

In 1906 Wellenbrink moved to California, where he opened several theatres. In the 1920's he returned to the East and bought the Montclair Theatre in Montclair, N. J. Later he built in Montclair, the Wellmont Building, containing the Wellmont Theatre, which he leased to Warner Brothers in 1933.

Dietz, Schwartz to Tour for 'Wagon'

Howard Dietz and Arthur Schwartz, lyricist and composer of the music in M-G-M's "The Band Wagon," will on Monday start the first of a six-city tour in connection with the advance promotion and publicity for the color-in-Technicolor musical which opens today for a world premiere at Radio City Music Hall. The two are celebrating the 25th anniversary of their first joint writing venture. The initial appearance of the "Band Wagon" writing team will be in Boston, where they will spend two days for interviews.

Ask Revision of Tax Payment Rule for All Performers

WASHINGTON, July 8.—The House Ways and Means Committee today was urged to permit actors and other performing artists to average out their income, for tax purposes, over a long period of time.

The request was made by attorney Thomas N. Tarleau, representing the Associated Actors and Artistes of America. He testified as the committee resumed its general tax revision hearings. The "Four A's" include the Screen Actors Guild and Actors Equity, in addition to other entertainment field groups.

'Actors and Athletes' Cited

Tarleau said the problem concerned persons who make a large amount for one or two years and get in a very high tax bracket, even though that income must support them in other years when they do not do so well. "Certain classes of individuals," he said, "notably actors and athletes, are peculiarly subject to irregular and fluctuating income due to the nature of the services they perform, and the relatively limited period of years during which their services, whether for reasons of popularity or physical capacity, may be highly compensated. It is the exceptional motion picture star who is capable of significant earnings for any extended period of time."

The present laws allow some limited income spreading and averaging for tax purposes, but not nearly enough to do much good, Tarleau argued. He outlined various proposed solutions, all entailing some credit or limitation of tax based on the averaging of income over a given period of years. The method meeting with the broadest approval, he said, would permit the taxpayer at the end of five years or some other stated period to add up his income for the period, divide the total by the number of years, figure out the taxes he would have paid if his income in each year had been the average income, and claim a refund for any excess taxes actually paid beyond this amount.

MPAA to Be Heard Today

Spokesmen for the Motion Picture Association of America are scheduled to testify tomorrow in favor of exempting rentals due to foreign film companies from present withholding requirements.

'Sea Around Us' in House Record Here

The Trans-Lux 60th Street Theatre here, is said to have set a new opening day record with RKO Radio's "The Sea Around Us," grossing $2,130.

The picture in its Los Angeles engagement reportedly broke the house record in its first four days at the Fine Arts, taking $6,654 in the 629-seat house.

Autry Soiree Monday

A party for Gene Autry will be held Monday afternoon in The Cottage of the Hampshire House. Pat Murphy is in charge of arrangements.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Mason Bill

(*Continued from page* 1)

ever, said there might be some opposition to the bill in view of the Treasury opposition to a revenue loss, and also predicted that there might be attempts by many members to tack on other amendments giving relief to other industries affected by other excise taxes. If many of these amendments carried, they said, the bill might be defeated as going too far in the direction of excise relief.

The EPT bill reported by the committee today would revive the law exactly as it was when it expired June 30. It would be retroactive from July 1 through Dec. 31, as requested by the Administration. All relief amendments were beaten in the committee. It will be considered on the House floor under a "closed" rule, barring amendments.

Variety Meet

(*Continued from page* 1)

with representatives of all U. S. tents.

Beresin also disclosed that he would make a European tour in September to discuss the forming of tents in Paris, Madrid and Rome and also to attend the charity ball to be staged by the London tent. He plans also to visit the clubs in Ireland and Germany.

The Humanitarian Award dinner will be held in Washington's Statler Hotel on the night of Oct. 24 when Dr. Selman A. Waksman will be cited for his research and development of streptomycin. Doctor Waksman was advised that he had been selected for the annual award at the International Variety convention in Mexico City last May.

Name Four

(*Continued from page* 1)

anti-trust division. He will be accompanied by Edwin Pewett, chief of the judgment enforcement section in the anti-trust division; attorney Maurice Silverman, currently in charge of film cases, and attorney Philip Marcus, who was formerly in charge of film cases and negotiated most of the consent decrees.

The sub-committee said it hoped to get all of the testimony it needed from these officials at the Friday session, and that it thought these hearings would wind up all hearing and investigative work on the inquiry, leaving the sub-committee only the task of writing a final report.

Foster Heads 16mm. Toronto Division

TORONTO, July 8.—Ralph Foster, recently associated with Cardinal Films, independent exchange, has been named manager of the new 16mm. division of Warner Brothers Distributing Co., Ltd.

Foster formerly was an official of the National Film Board and subsequently went to Australia to supervise a government film bureau there.

Allan Cooper Dead

HUNTSVILLE, Ont., July 8.—Allan A. Cooper, pioneer exhibitor who opened the first theatre in Huntsville more than 40 years ago, is dead at his home here as the result of a heart attack. He had been mayor of Huntsville for two years.

Sports on Theatre TV

(*Continued from page* 1)

programming offered for theatre telecasting since last December's telecast of the Metropolitan Opera's "Carmen," booked by Theatre Network Television.

Mound said that circuits representing 35 theatres equipped with television have already evidenced interest in the project.

BOT, Mound disclosed, is also seeking to reach terms with the International Boxing Club for the exclusive theatre telecasts of the middleweight championship fight between Bobo Olson and Randy Turpin in August from Madison Square Garden, and for the heavyweight Marciano title fight from the Yankee Stadium in September.

Considering Other Games

In addition to the Notre Dame telecasts originating from South Bend, Mound stated negotiations are now under way to bring theatre audiences the Notre Dame-Pennsylvania game from Franklin Field, Philadelphia, and the Notre Dame-Southern California contest from Memorial Coliseum, Los Angeles. BOT, he said, is also negotiating with the University of Kentucky for basketball, and expects to put on regional football games, if the demand is sufficient.

In other fields, Mound said that he is negotiating for three Broadway shows and that he has initiated discussions with the Metropolitan Opera Company, the Saddler's Wells Ballet Company, and major basketball teams.

He expressed the hope that box-office prices for the slated theatre telecasts will be low enough to attract a maximum audience. For the football games, he saw a box-office price in the neighborhood of $1.25 to $1.50 per person.

The following officers of Box Office Television were disclosed by Mound, who is a member of the New York law firm of Lewis & Mound, which handles theatrical accounts:

Sid Caesar, vice-president; Abram Chasins, musical director of WQXR, vice-president; William P. Rosensohn, secretary and sales manager; Ivan Veit, promotion manager of the "New York Times," treasurer.

The board of directors consists of the officers and Walter J. Bergman, president of the Lily-Tulip Cup Corp.; Dr. Irving Somach, New York physician; Bill Hobin, TV director of "Your Show of Shows," and Bernie Green, composer and conductor.

NCAA Lauds TV of Football Games

Theatre television of football games is viewed as an expansion of box-office stadium receipts by the National Collegiate Athletic Association, Asa Bushnell, chairman of the NCAA TV committee, said here yesterday.

Bushnell, who attended the press conference luncheon launching Box Office Television, Inc., acknowledged, however, that according to a 1951 report to the NCAA, theatre TV "people felt that telecasting of football games is only successful in blacked out areas."

FPC Adopting 3-D And Wide-Screen

TORONTO, July 8.—In a special report to shareholders, J. J. Fitzgibbons, president of Famous Players Canadian Corp., said the introduction of three-dimension pictures has aroused keen interest on the part of the public, and FPC is proceeding immediately with the installation of 3-D equipment and wide-screens.

"Our industry is fortunate in having a large backlog of top pictures," Fitzgibbons stated, "which can be presented in the conventional manner or on the new wider screens."

The Famous Players president paid tribute to two circuit managers, Ivan Ackery of the Orpheum Theatre, and Charles Doctor of the Capitol, both of Vancouver, for winning Quigley Awards for Showmanship.

In his report to the 4,900 stockholders, Fitzgibbons declared: "The Quigley Award is to showmanship what the Academy Award is to acting and producing. . . . This honor has come to Canada three times and, each time, it was won by a Famous Players' manager. In the list of Quigley Award contenders for 1953, 11 Canadians are named. Ten of them are managers of Famous Players theatres."

Baker in New Post

CINCINNATI, July 8.—Murray Baker, formerly assistant manager and booker for the recently-discontinued Northio Theatres, Inc., has joined Italian-American Films as a salesman covering Cincinnati and Indianapolis.

Set New Wage Scales For Mass. Employes

BOSTON, July 8.—New wage scales for Massachusettes theatre employes have been posted here effective immediately, under the state's minimum wage laws.

Ticket sellers' wages have gone up from 65 cents an hour to 70 cents. These employes formerly were known as cashiers, but the Wage Board voted to call them ticket sellers and gave them a five-cent raise.

The term "cashier" in the new order applies only to cashiers at refreshment bars. The rate now is 65 cents an hour, but the Wage Board will set a new figure at an early meeting. Ushers now receive 62½ cents an hour, but the scale will go to 65 cents on Sept. 22.

Inexperienced sales girls at refreshment bars receive 65 cents while experienced girls receive 67½ cents. To be classed as experienced, a girl must have put in a minimum of 780 work hours.

The rate for cleaners is 70 cents an hour, the same rate also applying to doormen.

Exchanges, Union Talk Chicago Pay

CHICAGO, July 8.—Chicago film exchange employees will meet tonight to vote on acceptance of a two-year contract calling for a four-dollar weekly wage increase offered by the distributors, it was revealed here today by Sam Lemasky, business agent of the Film Row union.

Goetz Leaving

(*Continued from page* 1)

that Mr. Goetz's splendid association with the Company for the past seven years will therefore terminate at the expiration of his contract in November."

"I share Mr. Rackmil's regret that our efforts to reach an agreement were unsuccessful," Goetz said. "I will be genuinely sorry to leave the many good friends I have made in the Universal family in this country and abroad. Their cooperative spirit, talents and friendship have made these past years very happy ones for me."

'Robe' Premiere

(*Continued from page* 1)

will come here for the opening. According to the company, it will be the largest cavalcade of stars to leave Hollywood since the bond drives during World War II. Leaders of the industry in foreign countries also will be present to participate in the debut of CinemaScope here.

Plans for the premiere are being drawn up by Roxy and 20th-Fox executives, following conferences in Hollywood among studio and administrative heads.

CinemaScope Show For Denver Area

DENVER, July 8.—A CinemaScope demonstration at the Denver Theatre here today marked a continuation of the arrangements whereby Altec Service Corp. acts in a supervisory capacity for the 20th Century-Fox showings.

Martin Bender, headquarters engineer, assigned by E. O. Wilschke, operating manager, handled details of the showing, together with C. J. Zern, Altec's Southwestern division manager, and W. J. Zeidlik, branch manager. At the same time, Bender conducted the eighth Altec stereophonic sound clinic which has been held in conjunction with CinemaScope demonstrations for the past two months.

Ten Are Winners in 'Jubilee of Hits'

JAMESTOWN, N. Y., July 8.—Winners in the Jamestown Amusement Co.'s "June Jubilee of Hits" campaign were: Bernie Hickey and John Walsh, managers of the Fulton Theatre, Pittsburgh; Bob Rhodes, manager of the Colonial Theatre, Akron; Bill Gillam, Newark, O.; Joe Scanlan, Zanesville; Bill Kibrige, Amherst, Mass.; Ed Mason, McKees Rocks, Pa.; Vance Minton, Erie, Pa.; Bob Limbaugh, Conneaut, O.; Dale Tysinger, Ashtabula, and Jack Baumgardt, Lancaster, O. The "Jubilee" covered the four-week period beginning May 31.

Kentucky Tax Totals Decrease Slightly

LOUISVILLE, July 8.—Tax revenue for May from all amusements was $175,396, compared to $175,609 for May, 1952, a decrease of only $212.

Tax revenue for the 11 months from July, 1952, through May, 1953, was $1,470,985. For the corresponding period of 1951-1952, the total was $1,495,347, a decrease of $24,360.

WARNER BROS.'
AND 'HOUSE OF
P

THE CHARGE AT FEATHER R

NATURAL VISION
3 DIMENSION!
WARNERPHONIC SOUND!
WARNERCOLOR!

"THE CHARGE AT FEATHER RIVER" STARRING GUY MADISON
FRANK LOVEJOY WITH HELEN WESTCOTT · VERA MILES
DICK WESSON · ONSLOW STEVENS
STEVE BRODIE · WRITTEN BY JAMES R. WEBB · MUSIC BY MAX STEINER · PRODUCED BY DAVID WEISBART · DIRECTED BY GORDON DOUGLAS

CHARGE IS ON
WAX' BUSINESS
OURS IN AGAIN!

THERE'S NO 3D LIKE 3D WB

Block-long lines! SRO and lobby overflow in each and every one of its smash openings!

HOUSTON!!
SAN ANTONIO!!
AUSTIN!!
JOHNSTOWN!!
CINCINNATI!!
PITTSBURGH!!
ERIE!!

VERNON!!
DALLAS!!
AMARILLO!!
FT. WORTH!!
COLUMBUS!!
CLEVELAND!!
MEMPHIS!!

OKLAHOMA CITY!!

THIS PICTURE ALSO CAN BE EXHIBITED IN 3-D
ON WIDE OR GIANT SCREENS

WB

. . . And the sound was all around

No wonder the audience loved it . . . loves it—more and more.

New "depth" and "breadth" of sound and optics. New technics in production, processing, and projection. These—plus an ever-increasing interest in color—are problems discussed everywhere today . . . problems which the Eastman Technical Service for Motion Picture Film is helping the industry to solve.

Branches at strategic centers. Inquiries invited.

Address:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 7 NEW YORK, U. S. A., FRIDAY, JULY 10, 1953 TEN CENTS

Ease Foreign Rental Tax, MPA Asks

Tells Congress of U. S. Firms' Plight Abroad

WASHINGTON, July 9.—The Motion Picture Association of America told Congress today that U. S. film companies could get better tax treatment abroad if the U. S. government eased its tax treatment of rental income due foreign film companies on U. S. showings of their pictures.

At present, rentals here due foreign companies are subjected to a 30 per cent withholding tax. "We have found that this 30 per cent gross income tax which our own country imposes on foreign producers is the greatest obstacle to our ability to secure fair income tax treatment in foreign countries," the MPAA said.

The association's view was presented before House Ways and Means Committee hearings on tax revision by

(*Continued on page* 3)

38 Will Aid JDA Drive

Thirty-eight executives in the amusement industry have accepted key positions in the amusement division of the 1953 Joint Defense Appeal campaign, reports William J. German, president of W. J. German, Inc., and chairman of the JDA division. The industry drive is expected to start with a dinner in early October.

The industry is helping JDA raise

(*Continued on page* 3)

Polaroid-NSS Deal Is Hanging Fire

Negotiations have been off and on between National Screen Service and the Polaroid Corp. on a deal whereby NSS would sell and distribute the latter's 3-D viewers, but as yet no contract has been signed. Polaroid's exclusive contract with Milton Gunzburg will expire on Wednesday.

Although the chances that a deal will be made are reported to be fairly good, National Screen will not accept any orders until papers are signed.

Fall and Winter Releases Are Set by Paramount

Paramount will release four high budget pictures during September and October and has set a flow of product to follow in the winter. The lineups were mapped at a series of division managers meetings that extended from June 15 to July 1 and were conducted by A. W. Schwalberg, president of Paramount Film Distributing Corp.

On the September schedule are "Roman Holiday" and "The Caddy." Scheduled for October are George Pal's "The War of the Worlds" and "Little Boy Lost," the latter starring Bing Crosby.

The general release of "Shane" is slated for August, along with "Arrowhead."

After October, Schwalberg indicated, the following will be ready for release, although not necessarily in the order named: "Those Redheads from Seattle," in 3-D, color by Technicolor; "Botany Bay," in Technicolor; "Forever Female"; "Here Come the Girls," in Technicolor; "Flight to Tangier," in 3-D and Tech-

(*Continued on page* 2)

Mason Bill Will Come Up Today In Committee

WASHINGTON, July 9.—Members of the House Ways and Means Committee, called together for a meeting tomorrow morning to consider the Mason admission tax relief bill, admitted that the outcome is anybody's guess.

The Mason bill would exempt motion picture theatres from the 20 per cent admission tax. Committee members said they found themselves faced with three alternatives on the bill, each with considerable disadvantages.

They can vote to kill the bill for this year, thus denying theatre owners what most members think is necessary relief and also thus making considerable enmity in the industry.

Second, they can vote to report the bill out as it is. The trouble with this is that they will make enemies out of other industries which also have been seeking excise relief.

Finally, they can tack on to the Mason bill a series of relief amendments for these other industries. The problem then would be that the bill would entail the loss of so much rev-

(*Continued on page* 3)

MGM Expanding Its 3D, Wide-screen Filming Plans

HOLLYWOOD, July 9.—Metro-Goldwyn-Mayer is blocking out additional product in the new media for fall and early winter release.

"Beau Brummel" and "Brigadoon" will be the next two productions to be filmed at M-G-M in the CinemaScope process, it was disclosed by Dore Schary, studio production head. He scheduled them for CinemaScope after looking at scenes from "Knights

(*Continued on page* 3)

"Second Chance"

[***RKO Radio—Three Dimensions***]

RKO RADIO has initiated its entrance into 3-D with an exciting production, loaded with suspense and rich in color by Technicolor. Although reviewed on a wide-screen with stereophonic sound at a preview in the RKO 86th Street Theatre in New York, the film should be just as impressive when seen on a conventional screen with standard sound equipment.

The phrase, "leads up to an exciting climax," has been a formula description ever since motion pictures became worthy of critical comment. But in the case of "Second Chance," that stock line is putting it mildly. Eight persons on a broken funicular cable car suspended 7,000 feet over the Andes Mountains, with the final strands of the cable about to break while two of the principals are in mortal combat, and rescue coming a few seconds before the car plunges to earth, provide a climax that really is thrilling and tense.

Executive producer Edmund Grainger, producer Sam Wiesenthal and director Rudy Maté have put together a story that demonstrates the potentials of three dimensional projection without the use of tricks and

(*Continued on page* 2)

Realign Sights, Allied Urges Companies

N. J. Unit Says Majors Must Be More Tolerant

ATLANTIC CITY, July 9.—Acting on the premise that everybody is making money from new projection media except independent exhibitors, Allied Theatre Owners of New Jersey today called upon distributors to "realign their sights" and be more tolerant in their demands for terms. A resolution to this effect, drafted at today's session of New Jersey Allied's annual convention, will be acted upon tomorrow at an open session.

It was stated at today's business meeting that equipment manufacturers, distributors and large first-run theatres, as well as manufacturers' employes through overtime, were "cashing in" on the advent of 3-D and wide-screen, but that the average independent exhibitor was suffering. In fact, it was stated, he is "being drained." Many exhibitors have had

(*Continued on page* 3)

WB Studios Resume Tues.

HOLLYWOOD, July 9.—Production will resume at Warner Brothers studios Tuesday, it was announced by Jack L. Warner.

First pictures to begin filming at the studio since the production halt in April are "Rear Guard," starring Guy Madison, and "The Bounty Hunter," starring Randolph Scott. "Hondo," staring John Wayne, currently is filming in Mexico. Both "Rear Guard"

(*Continued on page* 3)

Smith Sales Head Of de Rochemont

Cresson (Cress) E. Smith, industry veteran, has been appointed general sales manager of Louis de Rochemont Associates, New York, reports F. Borden Mace, president of the film producing company.

Smith has had executive posts with United Artists, David O. Selznick and RKO Radio, serving as territorial sales manager in the United States and Europe.

Personal Mention

ROY DISNEY, president of Walt Disney Productions, returned to Hollywood yesterday from New York.

●

HOMER WALL, Westland Theatre supervisor in San Francisco, will return there from Mexico City on Monday.

●

HANNAH OPPIE, executive secretary of Western Theatre Owners, San Francisco, is recuperating at French Hospital there following surgery.

●

MEL KLEIN, Columbia sales manager in San Francisco, on July 18 will marry JOAN CURTAZ, dancer.

●

MARK ROBSON, director, on Tuesday will arrive in New York from Hollywood.

●

GLADYS PAULL, head contract clerk for Warners in San Francisco, will leave by plane on Aug. 4 for Honolulu.

●

SAM ISRAEL, Universal-International studio publicity director, left here yesterday for Hollywood.

●

ED STEVENS, president of Stevens Pictures, has arrived in Atlanta from Dallas.

●

JOHN W. MANGHAM, president of Realart Pictures, has returned to Atlanta from Chicago.

●

ROBERT HAGGIAG, producer, has left New York by plane for Rome, via London.

'Feather River' Bows On Coast July 16

HOLLYWOOD, July 9.—Warner Brothers' 3-D feature, "The Charge at Feather River," will have local premieres at the Paramount Downtown and Hollywood theatres here on July 16. The openings are being labeled "Buckskin premieres," because invited guests will have the choice of wearing Western costumes or formal attire.

At both theatres, frontier backgrounds will be created to provide a proper setting. Indians in war regalia will participate in foyer ceremonies.

Schaefer Succeeds Dervin in Boston

BOSTON, July 9.—Francis Dervin has resigned as branch and district manager of the Boston office of Republic Pictures to take another film assignment which will shortly be announced and his position has been filled by Herbert A. Schaefer, former sales manager, Dervin has been both branch and district manager for eight years. Schaefer joined the company six years ago from U. A. where he was salesman. He started in the industry in 1930 as a shipper at Paramount.

"Second Chance"

(Continued from page 1)

illusions. Their efforts have been ably augmented by the fine camera work of William Snyder. And, too, they had a good story by D. M. Marshman, Jr., and a correspondingly good screenplay by Oscar Millard and Sidney Boehm.

Linda Darnell, Robert Mitchum and Jack Palance carry the leading roles effectively. The story's locale is an un-named South American country, although the picture was made on location in Taxco and Cuernavaca, Mexico. The colorful and picturesque streets and backgrounds provide a rich setting.

"Second Chance" is the story of a man and a woman seeking a "second chance." Miss Darnell portrays the ex-girl friend of a New York gangster who is in South America to rehabilitate herself and escape vengeance from the gang which seeks to prevent her from testifying before a U. S. Senate crime committee. Mitchum is an American prize fighter who is barnstorming and trying to forget the fact that he previously had killed another fighter accidentally in a U. S. match. And Palance is the trigger man for the gang, assigned to keep Miss Darnell in line and, at the same time, in love with her. When Mitchum and Miss Darnell take the picturesque cable car ride to the top of a distant mountain, Palance follows. On the return trip, Palance and Mitchum fight it out on the swaying car after one of its cables has snapped. There are plots and counter-plots and suspenseful situations to keep the story going at a fast clip. This looks like a sure money-maker.

A capable supporting cast has been selected to surround the principals. Among those who play important roles are Sandro Giglio, Reginald Sheffield, Margaret Brewster, Roy Roberts, Salvador Baguez, Maurice Jara, Judy Walsh, Rodolfo Hoyos, Jr., Fortunio Bononova, Dan Seymour and Richard Vera.

Running time, 82 minutes, not counting intermission. General audience classification. Release date, July 18.

AL STEEN

RKO Radio Three-Dimension Process

The ravines and mountains in this picture are set off advantageously through the use of 3-D. But even without these scenic backgrounds, other locales capture the full powers of the depth medium. Interest can be sustained through the conventional medium, but it is enhanced by stereoscopy. The images are clear and there was no distortion at the screening caught by this reviewer.

A. S.

'Labs,' Union Still Apart on New Pact

New York film laboratories and Local No. 702, representing laboratory workers, are still far apart in their negotiations for a new contract. Sessions have been held all week, with the exception of Wednesday, and will continue until an agreement is reached or until the talks break down.

It was learned yesterday that if the deadlock resolves solely around the question of wages, the union can call a strike on its own without asking permission from Richard Walsh, president of the LATSE. The IA, it was stated, has strike jurisdiction only in matters pertaining to policy and cannot prevent a walkout when only wages are involved.

The laboratory workers went on a one-day strike a few weeks ago and were ordered back to work by Walsh pending further negotiations. Issues other than wages in the laboratory negotiations concern additional holidays, vacations and a welfare fund.

MGM Color Films To Get Color Stills

All M-G-M feature pictures in color, starting with "Latin Lovers," will be serviced with 8-by-10 color stills instead of black-and-white stills as heretofore.

The new service will consist of a selection of 12 flat-scene stills lithographed and in full color by the Shorecolor process. They will be sold by National Screen Service.

Chi. Film Exchange Unions O.K. Hike

CHICAGO, July 9.—Acceptance of a proposed blanket increase of four dollars per week offered by distributors was voted by members of film exchange unions Locals B-45 and F-45, at a meeting here last night, according to Sam Lemasky, business agent for both locals.

Other provisions of the two-year contract, which will be retroactive to Dec. 1, 1952, and continue in force until Nov. 30, 1954, are expected to be ironed out within the next day or two and the contract probably will be signed immediately.

Services for Berger To Be Held Today

Funeral services for William H. Berger, president of S. M. Berger & Co., Ltd., will be held here today at Riverside Chapel.

Berger, who died Wednesday, is survived by his widow, Meline, a son and a daughter. He was an exporter of motion picture equipment and films for 35 years, and represented RKO Radio in the Philippines for many years.

3-D at the Palace

The first three-dimensional film to play the RKO Palace here, "The Maze," will open today. The Palace vaudeville policy will be continued during the run.

Paramount

(Continued from page 1)

nicolor; "Elephant Walk," in Technicolor.

Also, "Red Garters," with Technicolor, panoramic screen and stereophonic sound; "Knock on Wood," in Technicolor, and Hal Wallis' "Cease Fire," filmed in 3-D on the fighting front in Korea.

Barney Balaban, president of Paramount, discussed the following pictures on the studio program: "White Christmas," "The Naked Jungle," "Alaska Seas," "Mr. Casanova," "Reaching for the Moon," George Pal's "Conquest of Space," and several others.

Also participating in the meetings were E. K. (Ted) O'Shea, Jerry Pickman and Oscar Morgan. Division managers at the sessions were Howard G. Minsky, A. M. Kane, G. A. Smith and Hugh Owen.

Owen yesterday held a meeting here with district and branch managers to follow up on the previous division managers' conferences. Present were Henry Randel, Myron Sattler, Daniel Houlihan, John G. Moore, Edmund C. DeBerry, and Henry Germaine.

'Camillo' Supplement In Capital 'Post'

WASHINGTON, July 9. — The "Washington Post" today published a special eight-page supplement as a tie-in with the three-language-debut here of "The Little World of Don Camillo," which opened tonight at the Roth Circuit's Silver Spring, Plaza and Little Theatres.

The supplement—half advertising and half text—is illustrated with charcoal drawings, scenes from the picture and other matter.

Frisch in Compo Plea

BUFFALO, July 9. — Emanuel Frisch, president of the Metropolitan Theatre Owners Association of New York City, outlined the COMPO plan to back a fund-raising drive for victims of the Korean war in an address delivered to local exhibitors and distributors in the headquarters of Tent No. 7 Variety Club.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT . NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR . An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

"The Beast From 20,000 Fathoms"
in person
DON CORNELL
FRANK FONTAINE
5 DE MARCO SISTERS
BUD and CECE ROBINSON
BOBBY BYRNE and His Orch
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Majors Given Extension in 16mm. Case

HOLLYWOOD, July 9.—The Government on Monday will grant additional time in which to fill out interrogatories to the defendants in the action brought by the Government against the major producers for refusing to make available to indedendents and film libraries 16mm. prints of their pictures.

The defense of the majors has been that these distribution sources would make such films available for television.

The interrogatories were due July 15. Although some defendants will be prepared to file their answers to the Government's charges on that date as scheduled, others have encountered difficulties, requiring more time to finish the supplying of the information, which covers the past quarter-century.

The length of extension will be determined Monday when the Government and defendant counsel file stipulations.

38 to Aid JDA

(*Continued from page* 1)

New York's share of the $5,000,000 necessary to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Associate chairmen in the drive are: Barney Balaban, Paramount Pictures; Robert S. Benjamin, United Artists; Nate J. Blumberg, Universal; Harry Brandt, Brandt Theatres; Jack Cohn, Columbia; Ned E. Depinet, RKO Pictures; Matthew Fox, Motion Pictures for TV; Leon Goldberg, Universal; Leonard Goldenson, AB-PT; J. R. Grainger, RKO Pictures.

Also: Will H. Hays; Harry Kalmine, Stanley Warner; Mac Kriendler, Murray Hill Restaurant; Al Lichtman, 20th Century; Abe Montague, Columbia; Charles C. Moskowitz, Loew's; Milton R. Rackmil, Universal; Samuel Ringler, Randforce Amusements; Herman Robbins, National Screen Service.

Also: Samuel Rosen, Fabian Theatres; Adolph Schimel, Universal; Abe Schneider, Columbia; Samuel Schneider, Warner Brothers; A. W. Schwalberg, Paramount; Fred J. Schwartz, Century Circuit; Spyros P. Skouras, 20th Century-Fox; Albert Warner, Warner Brothers; Edwin Weisl, Simpson, Thatcher & Bartlett; H. J. Yates, Republic.

STOCK FOOTAGE

Crowds of children, mobs of men, legions of ladies . . . hosts of humans in every setting, every activity among 15,000 completely cross-indexed subjects . . . easy to order.
Send for Catalogue B

NBC FILM LIBRARY
105 E. 106 St., New York

Expect Long Negotiations For French Film Pact

Prolonged negotiations for a new French film agreement are seen here as Eric Johnston, president of the Motion Picture Association of America, prepared to leave the French capital yesterday for London.

MPAA headquarters here, which is in touch with Johnston, reported that details of French demands were undisclosed in reports from Paris. It is believed, however, that France is seeking a deal similar to the agreement with Italy, one phase of which calls for the promotion of French films in the United States by American funds. The expectancy of prolonged negotiations with France was relayed to yesterday's meeting of the Motion Picture Export Association.

Maas Answers Queries

Irving Maas, director of the Asian division of the MPAA international department, was on hand at the meeting to answer questions relating to the Far East. He recently returned from a four-months trip to the Far East and is expected to render a formal report on that area in the near future.

Johnston, who is due to return to the United States next week, may return to Brussels to put the finishing touches on a Belgium agreement. Meanwhile, it was reported here that Ted Smith, Continental representative of the MPAA, has left Paris for Brussels in an attempt to iron out some differences. The projected Belgium pact already has been approved, in principle, by the MPEA.

May Discuss American Earnings

It is reported unofficially here that Johnston, while in London, may confer with British Treasury officials on projected arrangements to discuss extension or renegotiation of the agreement for remittance of American earnings.

Yesterday's MPEA meeting also heard a report on Guatemala, stating that further film shipments to that country have been stopped in the wake of a 20 per cent tax on gross rentals imposed by the City of Guatemala. Other items taken up at the meeting included Mexican union demands for a wage increase as an inspection fee on 3-D films and the problem of flood relief in Japan.

N. J. Allied

(*Continued from page* 1)

to borrow "to the hilt" in order to re-equip their theatres and then are unable to keep the money they make because of excessive terms.

One spokesman said distributors must be made to realize that a more reasonable attitude must be taken in their requests for rentals and percentage terms. It was pointed out that exhibitors want to be progressive and "move along with the industry," but that it is impossible under present circumstances.

Abram F. Myers, general counsel of national Allied, today gave a summary of the efforts made toward the elimination of the Federal admission tax and of the Senate Small Business Committee hearings in Washington. Myers returned to Washington tonight to be an observer at the resumption of the hearings tomorrow.

Wilbur Snaper, national Allied president and head of the New Jersey unit, disclosed that a large equipment company is preparing to market a package equipment deal, similar to the one now being offered by the Ballantyne Co. He did not identify the firm.

On the agenda for tomorrow is the election of officers. Snaper said he definitely would not be a candidate for reelection. Also scheduled is an open forum. The convention will end tomorrow night with a banquet.

Deadline Passes on Chicago Grand Case

CHICAGO, July 9.—Attorneys for the Jackson Park Theatre have allowed the deadline to pass for petitioning for a rehearing on the U. S. Appeals Court's decision that the RKO Grand Theatre's status in regard to the Jackson Park decree be re-examined by Federal Judge Igoe.

Passing of the petition deadline does not preclude an appeal to the U. S. Supreme Court, but it does not appear likely at this time that the Jackson Park attorneys will appeal.

MGM Expanding

(*Continued from page* 1)

of the Round Table" and "Rose Marie," first two M-G-M films to be made with the process.

"Our first experience with CinemaScope has strengthened our belief that this medium is ideally suited for certain types of production, and accordingly we are going ahead with plans to film 'Beau Brummel' and 'Brigadoon' in the process," Schary stated.

Schary also stated that the studio is proceeding with production of other top films in both 3-D and wide-screen.

"Fort Bravo," M-G-M's first to be filmed especially for wide-screen, has been completed and is being scored. "Kiss Me Kate," M-G-M's first musical to be made in both 3-D and wide-screen, was completed last week, for Thanksgiving release.

These films, together with "Julius Caesar"—now showing in New York but not yet in general release—"Mogambo," "Take the High Ground," "Easy to Love" and "All the Brothers Were Valiant" will be exhibited in wide-screen.

Mason Bill

(*Continued from page* 1)

enue that its chances of final Congressional approval would grow much dimmer.

The Administration is expected to continue to fight enactment this year of any tax reduction bills.

The committee might have a hard time finishing action on the Mason bill tomorrow morning. The House is scheduled to meet at 10:00 A.M. (EDST) to take up the excess profits tax bill, and even though Chairman Reed (R., N. Y.) has called the committee into session at 9:00 A.M., that still leaves only one hour for discussion on the Mason bill and several other measures which might be brought up.

Reed admitted the committee might not finish work on the Mason bill, and said he might convene the committee Saturday to complete the job.

MPA Urges

(*Continued from page* 1)

William H. Roberts, secretary of the MPAA's foreign tax committee, and Albert A. Fisher of Loew's. Roy C. Kimmerle of 20th Century-Fox and Benjamin C. Fincke of Paramount were on hand to answer questions, but the committee did not have any.

The MPAA asked that either film rentals due aliens be exempted from U. S. income tax, or that the withholding be reduced to a more reasonable 10 per cent, with the foreign companies given the right to file returns showing their actual net income and to receive refunds if their tax liability were actually less than the amount withheld.

WASHINGTON, July 9.—The Senate today ratified tax treaties with Belgium which will give U. S. Film companies relief from double taxation on their income there. The Senate also ratified treaties with Australia, but these treaties specifically exempted film income from the types of income to be freed from double taxation.

The present 30 per cent withholding tax, Fisher told the committee, presupposes that about 60 cents out of every dollar of a foreign producer's U. S. film rentals is net profit—"a fantastic assumption." He said the tax could not bring in very much money for the Federal government, since most countries with substantial film industries are exempted under special tax conventions. He predicted that relief for the foreign distributors would actually increase the Treasury's income, since U. S. companies might get better breaks abroad and so make more money on which to pay U. S. income taxes.

The problem cannot be handled through foreign tax treaties, Fisher insisted, because these treaties do not work in countries which do not have sizable film industries of their own. "In these countries," he said, "The American motion picture industry is considered fair game for a gross receipts tax, and it is these countries which insist upon inserting provisions in tax treaties expressly depriving the motion picture industry of the benefits of concessions which are granted. Typical of these are the recent tax conventions negotiated with Australia, Greece and Finland."

Studios Resume

(*Continued from page* 1)

and "The Bounty Hunter" will be filmed in 3-D and WarnerColor with the studio's new all-media camera.

Other pictures upcoming on the studio's new program include "Dial 'M' for Murder," to be directed by Alfred Hitchcock and to star Ray Milland; "The Phantom Ape"; "Lucky Me," to star Doris Day; "Helen of Troy," and "A Star Is Born," which will mark Judy Garland's return to the screen.

In the interim since April, Warner's technical staff has devoted its efforts to construction and adaption for the new media.

'Glory' Distribution Set

"Glory at Sea," English film, has been acquired by Rogers and Unger Associates for distribution throughout the Western Hemisphere.

RKO is ready now

with BIG STARS

in 3-D!

Opening July 15 in key spots across the nation

FOR THE FIRST TIME!

3-DIMENSION

WITH IMPORTANT STARS

SEE YOUR FAVORITE STARS...SO REAL...
SO CLOSE...YOU FEEL YOU CAN TOUCH THEM!

HOWARD HUGHES presents

ROBERT MITCHUM
LINDA DARNELL
JACK PALANCE

SECOND CHANCE

Color by **TECHNICOLOR**

RKO RADIO PICTURES

AN **EDMUND GRAINGER** PRODUCTION

Directed by RUDOLPH MATÉ • Screenplay by OSCAR MILLARD & SYDNEY BOEHM • Produced by SAM WIESENTHAL • Executive Producer EDMUND GRAINGER

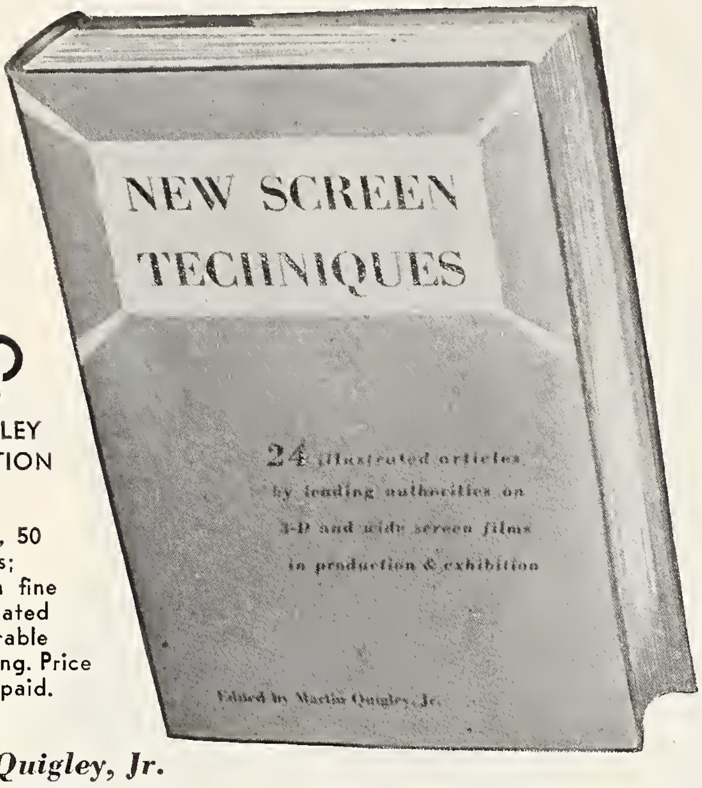
AVAILABLE WITH **STEREOPHONIC SOUND**

The authoritative facts about . . .

New Screen Techniques

3-D, CINEMASCOPE, WIDE-SCREEN, CINERAMA

Production · Exhibition · Exploitation


NEW SCREEN TECHNIQUES
24 illustrated articles by leading authorities on 3-D and wide screen films in production & exhibition
Edited by Martin Quigley, Jr.

A QUIGLEY PUBLICATION

208 pages, 50 illustrations; printed on fine quality, coated paper; durable cloth binding. Price $4.50 postpaid.

Edited by
Martin Quigley, Jr.

To meet the need for a simply and soundly presented explanation of the new processes and their commercial aspects, Quigley Publishing Company enlisted the co-operation of the recognized authorities on each of the established new techniques. The result is a book of great value for everybody in or connected with the motion picture industry. "New Screen Techniques" will be mailed as soon as printing and binding are completed—*in order of reservations received.*

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Avenue
New York 20, N. Y.

Please reserve ...... copy/copies/ of *"New Screen Techniques."*

☐ Enclosed please find check (or money order) for $4.50 per copy in full payment, including packing and postage.

☐ Bill me/us.

Name ....

Address ....

....

Date of this reservation..

Summary of Contents:

Preface—Dr. Alfred N. Goldsmith, Consulting Engineer
Introduction—Martin Quigley, Jr., editor, *Motion Picture Herald*

PART I — 3-D

Three-Dimensionally Speaking	**—Pete Smith, producer & commentator**
Polaroid and 3-D Films	**—William H. Ryan, research engineer, Polaroid Corp.**
Principles of 3-D Photography and Projection	**—John A. Norling, president, Loucks and Norling Studios**
What Is Natural Vision?	**—Milton L. Gunzburg, president, Natural Vision Corp.**
The Stereo Window	**—Floyd A. Ramsdell, general manager, Worcester Film Corp.**
3-D in Europe	**—Frank A. Weber, Dutch 3-D engineer**
Technicolor and the New Techniques	**—Dr. Herbert T. Kalmus, president, Technicolor, Inc.**
1927, Sound—1953, 3-D	**—Jack L. Warner, vice-president, Warner Bros. Pictures**
The "House of Wax" Campaign	**—Mort Blumenstock, vice-president, Warner Bros. Pictures**
3-D in Theatres	**—James Brigham, theatre engineer, Natural Vision Corp.**

PART II — WIDE SCREENS

CINERAMA SECTION:

The Birth of an Idea	**—Ralph Walker, architect**
Cinerama Goes to War	**—Fred Waller, chairman of board, Cinerama, Inc.**
Adding the Sound to Cinerama	**—Hazard E. Reeves, president, Cinerama, Inc.**
This Cinerama Show	**—Lowell Thomas, vice-chairman of board, Cinerama Productions, Inc.**
Finding Customers for a Product	**—Lynn Farnol, publicist**

CINEMASCOPE SECTION:

Importance of CinemaScope	**—Spyros P. Skouras, president, Twentieth Century-Fox**
CinemaScope in Production	**—Darryl F. Zanuck, vice-president, Twentieth Century-Fox**
Stereophonic Sound	**—Lorin Grignon, sound engineer, Twentieth Century-Fox**
Directing in CinemaScope	**—Henry Koster**
New Medium—New Methods	**—Jean Negulesco**
Filming "The Robe"	**—Leon Shamroy, A.S.C.**
CinemaScope and the Public	**—Charles Einfeld, vice-president, Twentieth Century-Fox**
CinemaScope in Exhibition	**—Earl I. Sponable, technical director, Twentieth Century-Fox**

OTHER WIDE SCREEN TECHNIQUES

The Anamorphoser Story	**—H. Sidney Newcomer, M. D.**
There Is No Substitute for Creative Talent	**—William Goetz, in charge of production, Universal Pictures**
Why New Aspect Ratios	**—George Schutz, editor, *Better Theatres***

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 8 NEW YORK, U.S.A., MONDAY, JULY 13, 1953 TEN CENTS

Doubts Need To Reopen Decrees

SBC Told D. of J. Acts On 95% of Cases

WASHINGTON, July 12.—The Justice Department "gets something done" on almost every industry complaint that comes into its anti-trust division, spokesmen for the division told a Senate Small Business subcommittee over the weekend.

They estimated that the division receives up to 200 complaints a year from the industry and acts on about 95 per cent of them—with corrective results.

Testifying for the division in the closing session of the sub-committee's hearings on industry trade problems were Stanley Barnes, division head; Edwin Pewett, chief of the judgment and judgment enforcement section, and long-time film specialists Philip Marcus and Maurice Silverman.

Chairman Schoeppel (R., Kans.) told Barnes that several witnesses had

(*Continued on page* 6)

New Posts and New Districts Are Set By Kalmenson

Warner Brothers has realigned its district sales centers and field personnel, effective Monday, July 20, resulting in a series of promotions, it was disclosed here at the weekend by Ben Kalmenson, distribution vice-president.

William G. Mansell, branch manager in Philadelphia, is promoted to Central district manager, with headquarters in Philadelphia. The district will henceforth consist of five branch offices, in Cincinnati, Cleveland, Indianapolis, Philadelphia and Pittsburgh. Charles Beilan, assistant

(*Continued on page* 6)

'Lab' Group's 1st Meet Wednesday

The board of directors of the newly-formed Association of Cinema Laboratories will hold its first executive meeting here on Wednesday. A permanent slate of officers will be elected and various proposed projects will be laid out for action.

The present officers have been *pro tem* and were named to serve only un-

(*Continued on page* 4)

N. J. Allied Urges Single Strip 3-D Consideration

By FLOYD STONE

Wilbur Snaper

ATLANTIC CITY, July 12.—Careful consideration of all technical improvements on the part of distributors was urged here at the weekend by Allied Theatre Owners of New Jersey at the closing of its annual convention.

Special emphasis was placed on the single-strip, one projector system for showing 3-D, such as Nord, which already has demonstrated its process, and on Norling and Vectograph, which are reported to be forthcoming.

The single projector method for 3-D might well spell the difference

(*Continued on page* 6)

20th in 2-Day Sales Meet

A two-day meeting of 20th Century-Fox division managers has been called for July 20-21 by Al Lichtman, director of distribution, for the purpose of setting sales plans and policies for the company's first two CinemaScope productions, "The Robe" and "How to Marry A Millionaire."

The sessions, to be held at the home office, will also feature a presentation

(*Continued on page* 6)

SEE QUICK ACTION ON MASON BILL

Johnston's Report On Europe Today To Film Heads

Company presidents and foreign managers are slated to meet here today at the headquarters of the Motion Picture Association of America to hear a report on Europe by Eric Johnston, MPAA president, who is due to return today from a European tour.

News of Johnston's return came as word was received that the Belgian government has accepted American proposals for a new two-year pact. This puts Belgium alongside West Germany and Norway as countries which have concluded new agreements with U. S. film companies during Johnston's two-week European trip.

Meanwhile, it was reported from

(*Continued on page* 4)

House May Okay It in 2 Weeks; Ways and Means Unit Vote Was 22 to 3

By J. A. OTTEN

WASHINGTON, July 12.—Chances were bright today for House approval this or next week of the Mason bill to exempt motion picture theatres from the 20 per cent Federal admission tax.

The bill was reported favorably by the House Ways and Means Committee Friday by a lopsided 22 to 3 vote. Rep. Allen (R., Ill.) chairman of the House Rules Committee which must clear all bills for House floor action said he expected his committee would clear the bill early this week and that it would come up for a House vote soon thereafter.

House Majority Leader Halleck (R., Ind.) said that if the rules committee acted in time and if there were room on the House calendar this week, the bill would come up for a House vote late in the week. If it should be squeezed out this week, he

(*Continued on page* 4)

Selznick Post Goes to Davis

HOLLYWOOD, July 12.—Frank I. Davis, Jr., since 1951 vice-president and secretary of Selznick Releasing Organization, Inc., will succeed David O. Selznick as president of the company. Selznick, in making the announcement here Friday, stated that the move is part of a realignment to free himself for production efforts, which will commence with "Scarlett

(*Continued on page* 4)

Circuits Interested, But Cautious on TV of Games

By MURRAY HOROWITZ

The advent of a new theatre TV programming firm, Box-Office Television, Inc., was welcomed here by circuit executives, but, in the main, they expressed caution on the possible box-office draw of theatre football telecasts this fall.

Coolness was evidence by spokesman for American Broadcasting-Paramount Theatres, among the larger circuits, and Shea Enterprises, among the smaller circuits. However, even the most pessimistic circuit official expressed an interest in BOT's plan to telecast all home football games of Notre Dame, adding that they were waiting for BOT representatives to outline terms and detail plans.

The warmest note, however, was struck by Si Fabian, president of the Stanley Warner circuit. He expressed keen interest in the offer, adding that the medium needed programming and the proposition on the football games would be weighed.

But another circuit official, however, pointed to past experiences in

(*Continued on page* 5)

Tax Leaders Warn Against Letup On Campaign

WASHINGTON, July 12.—Leaders of the industry's tax campaign were quick to point out here today that the Mason bill, which was reported favorably by the House Ways and Means Committee on Friday, still has a way to go and that campaign workers must not relax their efforts for the bill's final passage. The leaders were, however, highly pleased by the action of the Ways and Means Committee.

Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax

(*Continued on page* 6)

Sustain Big Slash in Information Budget

WASHINGTON, July 12.—The full House Appropriations Committee has sustained a U. S. sub-committee vote to slash drastically funds requested for the government's overseas information program, including the film program.

The committee voted only $60,000,000 for the program, compared with

(*Continued on page* 5)

Personal Mention

CHARLES BOASBERG, RKO Radio general sales manager, has returned to New York from Toronto.

•

Walter Mirisch, Allied Artists executive producer, is the father of a son born to Mrs. Mirisch at Cedars of Lebanon Hospital in Hollywood. They are also parents of a girl.

•

Jules Lapidus, Warners' Eastern and Canadian division sales manager, is in Cleveland today from New York. He will be in Pittsburgh tomorrow.

•

Morgan Hudgins, M-G-M studio publicist, will arrive in New York today from Hollywood. He will leave here Friday for London.

•

Robert Bailey has joined Wil-Kin Supply Co., Atlanta, as advertising manager and publicity director.

•

Frank Gruber, writer, and Mrs. Gruber will leave New York by train tomorrow for Hollywood.

•

Arthur Manson, M-G-M field representative, has returned to Toronto from New York.

•

Ken Laird, Republic branch manager in Tampa, has returned there from New York.

Appoint Ehrlich to UA Foreign Post

Arthur Ehrlich has been appointed to the United Artists home office foreign staff as travelling auditor, it was announced by Arnold M. Picker, vice-president in charge of foreign distribution.

Ehrlich entered the industry in 1939 with Metro-Goldwyn-Mayer and served for 10 years as auditor in the domestic and foreign departments. He resigned in 1949 to accept a position outside the industry.

Ehrlich departed from New York at the weekend for his initial assignment in the field.

RKO Names Valle To Portugal Post

J. Allen Valle has been promoted as RKO Radio manager for Portugal where, for several years, he has served as assistant to the late Joaquin Gallego, former manager, Alfred Crown, foreign manager, has announced.

Valle started with RKO as a booker, later being advanced to chief booker and then to assistant manager in the Lisbon office.

2 Technicolor Dividends

The board of directors of Technicolor, Inc., has declared a dividend of 25 cents a share on the new $1 par common stock and 50 cents a share on the old no par common stock not exchanged, payable July 31 to stockholders of record on July 17.

'American Weekly' Book Out Sept. 13

The "American Weekly Movie Annual for 1954" will be published on Sept. 13, announces Ernest V. Heyn, editor of the Sunday magazine, distributed with 24 newspapers.

Heyn said the issue will follow the pattern set forth in last year's "Movie Annual." Editorial presentations, he says, will deal with motion pictures as "one of the great enthusiasms of American families."

"You'll Be Seeing"

One of the features of the annual, entitled "You'll Be Seeing," will give the more than 20 million readers of "American Weekly" a pictorial and verbal preview of films prepared for the coming months.

Working with Heyn on the annual is Liza Wilson, Hollywood editor, and Adele Whitly Fletcher, formerly editor of "Photoplay," and now women's feature editor of "American Weekly."

Wis. Trust Action Asks $2,000,000

MILWAUKEE, July 12.—Charging conspiracy and restraint of trade, Ross and Dorothy Baldwin, operating the Tosa Theatre in Waumatosa, Wis., have filed an anti-trust suit against eight distributors and four circuits, asking $2,000,000 in triple damages.

The action charges that the plaintiffs were "forced to operate the Tosa at an inferior playing position and under unreasonable and discriminating terms of clearance and availability." It is further charged that the Tosa was denied first neighborhood run.

Named in the suit were Paramount, Columbia, Loew's, Warner Brothers, 20th Century-Fox, United Artists, Universal, RKO Radio, Warner Brothers Circuit Management, Warner Brothers Theatres, Fox-Wisconsin Amusement and Fox-Wisconsin Theatres.

Settlement Reached In Conspiracy Suit

HOLLYWOOD, July 12.—The conspiracy suit seeking $600,000 from 16 major distributors and subsidiaries, filed in December, 1950, by the San Pedro Theatre Company, San Pedro, Cal., has been settled out of court for, reportedly, $30,000.

The plaintiff charged discrimination in refusal to furnish first run pictures to its drive-in theatre. The drive-in was taken over in 1952 by Pacific Drive-in Corp., with Donald Guttman, the original owner, leavng the company on May 10 of that year.

Counsel declared that this is the last Pacific drive-in case of this kind pending.

Lippert Gets Another

HOLLYWOOD, July 12.—Robert L. Lippert has concluded arrangements with Herman Cohen for the release by Lippert Pictures of a mystery feature, "Undercover Agent." The film was produced by Anglo Amalgamated and was directed by Vernon Sewell.

'143' Will Be Tried On Featherbedding

ST. LOUIS, July 12.—Circuit Judge Amandus Brackman of the St. Louis County Circuit Court has ruled that motion picture operators' Local No. 143 must stand trial on the issue of "featherbedding" in picketing the LaCosa Theatre, St. Ann, Mo., to force the employment of two operators in the projection booth rather than one.

Hugh Graham, owner of the theatre, had filed a suit for an injunction against the picketing on the grounds that the object of the picketing to enforce the demand for the two operators was "featherbedding," and, therefore, illegal in Missouri. The Circuit Court in denying the motion of the operators union to dismiss Graham's complaint, held that his request for an injunction against picketing to force the employment of two men presented a proper case for hearing.

The hearing was to be set down for September.

Hit 'M' Decision in New Court Filing

WASHINGTON, July 12.—The Ohio statute requiring prior censorship of motion pictures was hit as a "discriminatory denial of equal protection of law" in a brief filed in U. S. Supreme Court by Superior Films, distributors of "M," which was barred from exhibition in Ohio. The appeal charges discrimination in the face of there being no such censorship on motion pictures on television, either nationally or locally. The brief also questioned the grounds under which "M" was barred, calling the term "harmful," vague and indefinite. It also hit at the "discriminatory" nature of the Ohio censorship fee, which is $3 per reel.

John C. Harlor, Columbus attorney who filed the brief, also noted that the Ohio Supreme Court, in ruling in the case, did not view the picture and called for the upsetting of its decision on the grounds that it violated the First and Fourteenth Amendments to the U. S. Constitution.

Owen Tells Southern Managers of Plans

ATLANTA, July 12.—Second in a series of Eastern and Southern branch managers' meetings on new product and promotion was conducted here at the weekend by Hugh Owen, Paramount Eastern and Southern division manager. Owen apprised the Southern managers' meeting of the results of the recent division managers' sessions conducted at the home office by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Present at the weekend meeting were Al Fitter, assistant to Owen, and branch managers W. Gordon Bradley, A. H. Duren, E. G. Chumley, and William Holliday. Field representative Everett Olsen also was on hand.

Owen was scheduled to return to New York tomorrow.

New Delay for Dismissal of 306 Suit

A hearing on a motion by New York exhibitor defendants to dismiss the $3,225,000 suit filed by projectionists Local 306, is scheduled for today, but indications are that another extension will be granted. The hearing was slated for Friday and extended to today, but observers on both sides believe that another postponement will be granted. The original motion to dismiss was filed on May 21.

The case was brought last winter by the union for alleged unpaid overtime. The exhibitors claim that the plaintiffs had no grounds to sue and that the complaint did not contain sufficient cause of action.

Oklahoma Owners Talk New Media

OKLAHOMA CITY, July 12.—Conditions in the industry regarding 3-D, stereophonic sound and widescreen were discussed at a meeting of the Theatre Owners of Oklahoma here at the Hotel Biltmore. Many of the 25 members present related their own experiences in using one or more of the media.

A feature of the meeting was a showing of a film which carried a message from President Eisenhower on the subject of Korean civilian relief. Another 16mm. film presented a plea by the National Admission tax Committee. The meeting closed with a banquet at the Variety Club.

Services for Kilroe; Was Fox Director

Funeral services were held Saturday at Tanners Falls, Pa., for Edwin P. Kilroe, formerly a director of 20th Century-Fox, who died Wednesday at St. Clare's Hospital at the age of 71.

Kilroe was considered one of the country's leading authorities on copyright, in which field he served the company as legal advisor for more than 20 years. He is survived by three brothers and two sisters.

Golden to Represent U. S. at Venice Fair

WASHINGTON, July 12.—Commerce Department film chief Nathan D. Golden has been named to represent the U. S. Government at next month's Venice Film Festival.

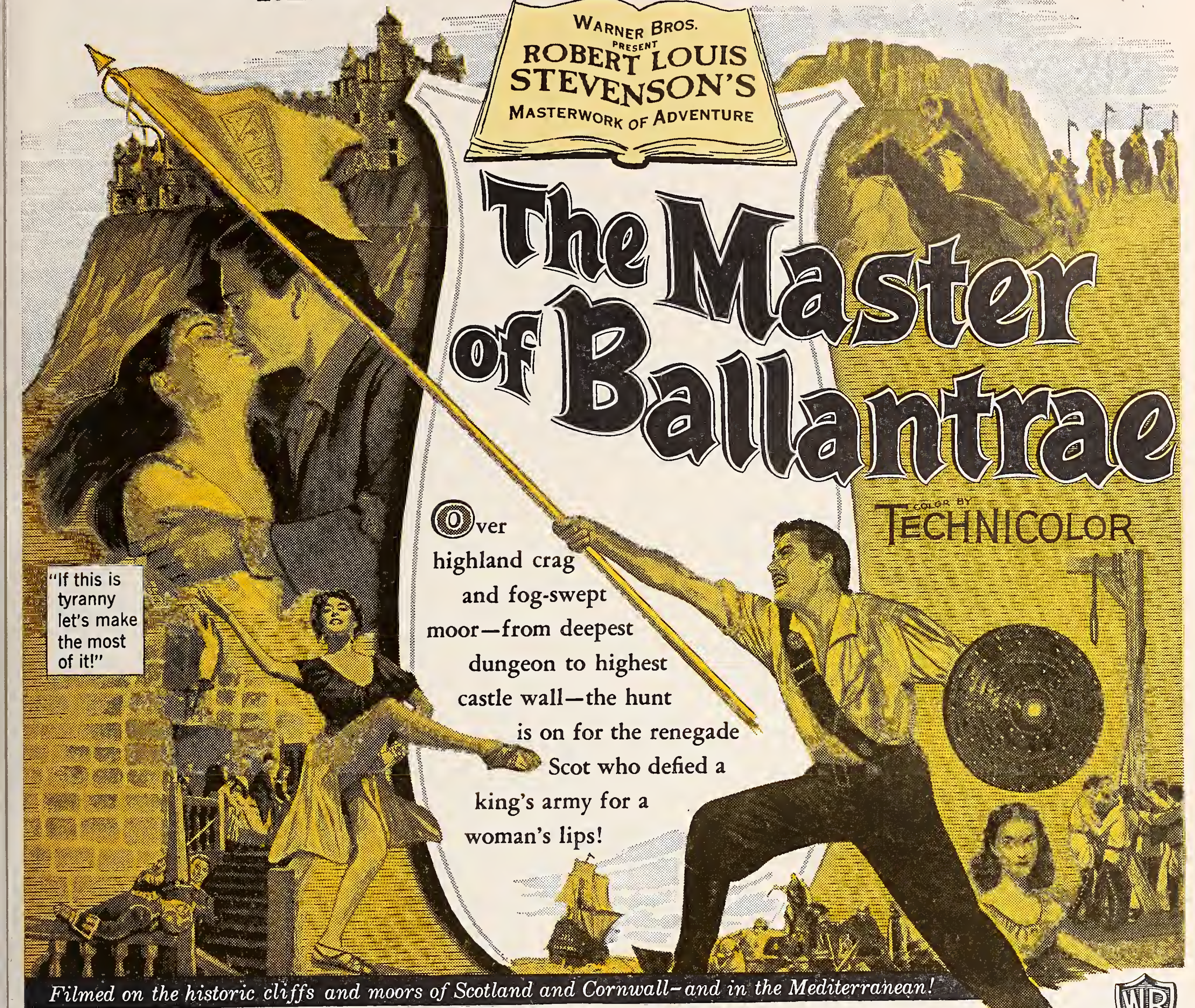
He will sail on the S.S. Independence from New York on July 23 for Naples. A veteran of 25 years in the government's film section, he has attended previous film festivals in Cannes and Venice.

In New Realart Post

ATLANTA, July 12.—Robert D. Burns has been named office manager by John Mangham, president of Atlanta Realart.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BANNERS BRIGHT AND WAR-SHIELDS GLINTING, CAME THE REBEL DRAGOONS OF THE SCARLET CRUSADE!


WARNER BROS.
PRESENT
ROBERT LOUIS STEVENSON'S
MASTERWORK OF ADVENTURE
The Master of Ballantrae
COLOR BY TECHNICOLOR
Over highland crag and fog-swept moor—from deepest dungeon to highest castle wall—the hunt is on for the renegade Scot who defied a king's army for a woman's lips!
"If this is tyranny let's make the most of it!"

Filmed on the historic cliffs and moors of Scotland and Cornwall—and in the Mediterranean!

STARRING
ERROL FLYNN WITH BEATRICE CAMPBELL · YVONNE FURNEAUX
ROGER LIVESEY · ANTHONY STEEL SCREEN PLAY BY HERB MEADOW
ADDITIONAL DIALOGUE BY HAROLD MEDFORD DIRECTED BY WILLIAM KEIGHLEY

↑*This is a sample of the national newspaper ads in the pressbook*↑

WARNER BROS.' TRADE SHOW JULY 15

ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 1:30 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
20th Century-Fox Screening Room
1016 No. 8th St. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1.30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 1:30 P.M.

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS!

Ohio Cities Give Relief

COLUMBUS, O., July 12.—Latest Ohio city to remove the local admission tax is Lorain. Cincinnati has lifted the tax on all tickets selling for 50 cents or less. Meanwhile, an application is being made to the Columbus City Council by the Independent Theatre Owners of Ohio to do likewise.

The association asserts that every effort is being made in every situation to repeal the state three per cent tax, not only because the theatres need it but to eliminate or minimize the possibility of a higher rate being imposed when, and if, the Federal tax is removed. The ITOO points out that there is nothing in Ohio law which prevents a city from taxing more than three per cent, despite impressions to the contrary. As a matter of fact, it is stated that some Ohio cities have a tax of one cent for children's tickets and two cents for adult tickets, regardless of cost.

Selznick-Davis

(*Continued from page* 1)

O'Hara," operetta which will be produced for the legitimate stage.

Davis will make his headquarters in New York.

Selznick also stated that plans have been made for the re-issuing of 20 Selznick pictures, the names of which will be disclosed shortly.

Dispute Shuts 2 Houses

LONG BRANCH, N. J., July 12.—As a result of objections to burlesque shows conducted by the Paramount Theatre, of the Reade circuit, Walter Reade, Jr., president of the organization, has closed both that theatre and the circuit's Strand here.

robert
goldfarb
agency
makes its personnel appearance NOW.
the only placement specialists serving the amusement industry exclusively.
filling all company requirements for commercial positions from trainee to management.
1650 broadway, n.y.
plaza 7-8050

Action on Mason Bill

(*Continued from page* 1)

indicated, it almost certainly will come up next week.

Officials of the Council of Motion Picture Organizations claim that more than 300 of the 435 House members have already pledged themselves to vote for the bill, so its passage is assured if it ever gets to a vote.

The spotlight would then shift to the Senate, where Finance Committee Chairman Millikin (R., Colo.), has promised to "expedite" committee consideration. The major trouble spot now looming for the bill is that Congress is racing to quit by July 31 for the year, and the bill could get caught in one of the usual end-of-the-session legislative log jams.

May Trail Another Bill

On the other hand, if the Finance Committee does not get a chance to act, or if the Senate leadership should drag its heels on the bill, there would be an excellent prospect for tacking the Mason bill as an amendment on the Senate floor to some other "must" tax bill.

The only other danger to the bill is that it might get loaded down in the Senate with so many other excise tax cuts that the Treasury would insist that it be killed. This would not happen in the House, since it will probably be considered there under a procedure barring amendments, but no such procedure can be ordered in the Senate and the bill would be wide open to amendment.

A bright spot in the outlook, however, is a noticeable softening in the Treasury opposition to the bill. The Treasury has trimmed its estimates of how much revenue the bill would lose from an earlier figure of "over $200,000,000" to a current figure of $120,000,000 a year. It said about $200,000,000 would be lost in excise collections but that about $80,000,000 would be regained through increased collections of corporate income and other taxes.

Net Loss Estimated

Experts on the staff of the Congressional Committee on Taxation told the Ways and Means Committee Friday that the net loss might be as little as $100,000,000 a year. COMPO officials claim that the Treasury actually will lose no more from passage of the Mason Bill than it would lose as a result of theatre closings that will follow defeat of the Mason Bill.

COMPO officials who talked with top Treasury men last week said they detected a considerable softening. On Wednesday, Trueman Rembusch, Albert Sindlinger and other COMPO officials, accompanied by Sen. Ferguson (R., Mich.), met with Treasury Secretary Humphrey. On Thursday, Robert Coyne and other COMPO officials met with Undersecretary Folsom. The COMPO delegations were greatly encouraged by the Treasury attitude in both meetings.

Allen said he thought the Rules Committee would hold hearings on clearing the bill this week, and "in my opinion the bill will be cleared."

Another key House Republican leader said that "any bill approved by the Ways and Means Committee by a 22 to 3 vote and cleared by the Rules Committee will be programmed promptly." He said he thought the theatre owners had an "exceptional case, deserving relief" and that the leaders need not fear charges of inconsistency in putting on so much steam for extension of the excess profits tax and then turning around and letting out a tax relief bill.

The Mason Bill was reported out in about 30 minutes at an early morning session Friday. There were no attempts to tack on amendments giving relief to other industries, but there was an amendment approved to make it clear that the exemption also applied to non-profit film showings. The 1951 tax law, in exempting symphonies, operas and other non-profit groups from the admission tax, made it clear that the tax remained on film showings by these groups. The original Mason bill was so drawn as to take the tax off film showings in commercial theatres, but keep it on film showings by non-profit groups. The bill was amended to cover both.

The effective date of the Mason Bill would be the first day of the first month starting more than 10 days after the bill becomes law.

All three votes against the bill were cast by Republicans—Kean of New Jersey, Holmes of Washington and Curtis of Missouri. All three explained that they felt the theatre owners had made a strong case and deserved relief, but that they also felt that the revenue loss could not be afforded now and that singling out the theatre owners for relief was unfair to many other industries equally needful of excise relief.

Conn. MPTO Tomorrow Will Talk Tax Repeal

HARTFORD, July 12.—George H. Wilkinson, Jr., president of the MPTO of Connecticut, has called a meeting on admission tax repeal for Connecticut exhibitors at Loew's Bijou Theatre, New Haven, on Tuesday. Special counsel Robert Coyne of COMPO will be among the session's speakers.

'Lab' Meet

(*Continued from page* 1)

til a permanent slate could be elected. They are John Stott, president; Russell Holslag, treasurer, and Harry Sale, treasurer and counsel.

Robert Burns of the Houston Color Film Laboratories of Burbank, Cal., will represent West Coast members at the meeting.

Gets Glowmeter Ad Post

BUFFALO, July 12. — James N. Bissell, formerly editor of the "Erie Dispatch-Herald," has been named advertising director of the Glowmeter Corp. of Buffalo. Glowmeter is one of the manufacturers of CinemaScope screens for 20th Century-Fox.

Johnston

(*Continued from page* 1)

London that Johnston spent Friday morning conferring there with foreign managers of American companies and later meeting with U. S. Embassy officials. There were no arrangements made, it was learned, for Johnston to meet with British Board of Trade officials before his scheduled return by plane Sunday night. The absence of a meeting with the Board of Trade left the question of when new Anglo-American negotiations are to be initiated, up in the air.

Today's MPAA meeting may also be attended by Robert J. Corkery, assistant vice-president of the international department of the MPAA, who was due back from Rio de Janeiro at the weekend. Corkery's slated return came on the eve of fresh words of optimism on the $14,000,000 Brazilian indebtedness due American film companies. Based on reports from the Brazilian capital, MPAA headquarters here said that the possibility is now good that a substantial portion of the estimated $14,000,000 may be paid by the Brazilian government by the middle of next month. At that time, the Brazilian government is due to receive its third $60,000,000 installment on its $300,000,000 U. S. Export Bank loan to Brazil.

Remittances Up 30%

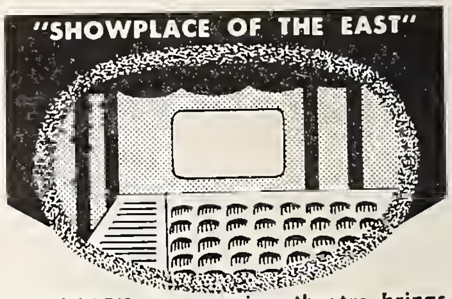
Highlights of the new two-year Belgian pact calls for a 30 per cent hike in American film rental remittances. Under the new agreement, there is a 65-35 per cent split of film rentals against a 50-50 split in the old pact. A welcome addition to the new pact from the American point of view is the agreement in principle that there would be no import or distribution restrictions. American companies, however, voluntarily limited their exports to 251 films per year, the same number as in the previous pact.

Johnston, in his scheduled report today, is also expected to hit upon the knotty French situation. It is understood that France is seeking a film agreement similar to the pact with Italy, which utilizes American funds to promote Italian films in the U. S.

Johnston's trip took him to Berlin, Frankfurt, Brussels, Paris and London.

Buffalo Tourney Today

BUFFALO, July 12.—Tent. No. 7, Variety Club, tomorrow will hold its annual golf tournament and outing at the Westwood Country Club. A banquet will follow. Jack Goldenstein is chairman.



MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
• Three dimensional projection
★ Three channel interlock projection
• 16mm interlock projection
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

TV of Games

(*Continued from page* 1)

telecasting football games, claiming that they only drew at the box-office when the competition between the two teams was keen and when the surrounding area was blacked out for home television. He pointed out that under the program of the National Collegiate Athletic Association this fall, there will be a football game, sponsored nationally, on home TV each Saturday. This, he added, will put the Notre Dame theatre TV games in competition with games on home TV. Of course, if the home TV games do not add up to good matches as the season progresses and the Notre Dame games usually do, this will weigh in favor of theatre TV, he added.

Regarding basketball, which is also planned for BOT theatre telecasts, a livelier interest was expressed by many theatre TV executives.

Meanwhile, promotion plans for the projected Notre Dame games were disclosed by William P. Rosensohn, secretary and sales manager of BOT. He said BOT, working in conjunction with Notre Dame, will attempt to sell season tickets for the theatre telecasts to the University's alumnae and friends. Such a program, he added, should overcome some of the reluctance of theatres to book the event. Rosensohn said that BOT would try to sell the Notre Dame series to theatres rather than individual games, but he did not rule out the booking of individual games for testing purposes.

The BOT sales manager added that his firm is in the midst of negotiations for other theatre TV events and it is the intention of BOT to offer theatres a series of theatre TV programs of various types. He said that negotiations with theatres on the Notre Dame football games will be started in about a month.

3,309,757 TV Sets In Five Months

WASHINGTON, July 12.—Television set production during the first five months of this year amounted to a record-breaking total of 3,309,757 sets, the Radio-Television Manufacturers Association reports.

This was more than 60 per cent ahead of the 1,957,083 sets produced in the same 1952 period. The RTMA said May production amounted to 481,936 sets, close to the record for the month of 486,000 sets, established in May, 1950.

FCC Wants Report On TV Color Test

WASHINGTON, July 12.—The Federal Communications Commission has asked the National Television System Committee for an early report on its color TV investigation.

The Commission said that it would like to know when the committee will submit the results of recent field tests on its new compatible color system. The results, the FCC said, would help the commission in deciding what to do about the recent application for approval of the RCA-NBC color system.

Television--Radio

with Pinky Herman

TO US IT SEEMS that practically every quiz contestant on TV wins or at least is helped almost no end by the quizzer. Be that as it may, Al Capp, creator of 'Li'l Abner' wants entire audiences to go home with prize money so he's come up with a half hour TV CBSeries, "Anyone Can Win," which will alternate Tuesdays at 9:00 P.M. with the Coast-originated, "Follow the Leader." Al's program will feature a changing guest panel (the only regular will be 'Hairless Joe' of the comic strip) and the audience will share in a $2,000 prize. Sy Taplinger will direct the Bernie Prokter package. . . . Gene Rayburn made a guest panelist appearance last Tuesday on Robert Q. Lewis' "The Name's the Same," ABC telequiz, and turned in such a fine effort that we shouldn't be surprised to see him made a regular panelist. . . . Producer Bernie Prokter, who went to Hollywood to launch the filming next week of his newest teleseries, "International Police," will return East Aug. 1. . . . Chief scripter Charlie Romine, of the "Museum of Natural History-CBSeries," modestly informed this chronicler that the fan mail is slightly terrific." Program's original 13 weeks has already been extended through October and may be shifted to 4:00 to 5:00 P.M. slot when "Omnibus" returns in the fall. . . .

☆ ☆ ☆

To many of us Tuesday is but the third day of the week but to Peter Arnell, that day spells w-o-r-k. At 11 ayem his TV audience-participation "I'll Buy That" hits the air and at 8:30 P.M. he produces an evening version of his Friday morning program, "Wheel of Fortune." With these two CBS chores having been completed, the little dynamo hastens to ABC-TV for his third production, "The Name's the Same." . . . 28 years ago Taps gave a "temporary" job to a youngster in the professional department of Irving Berlin, Inc. Next week, Charlie Isaacson (Saxon) will start contacting singers, ork pilots and deejays on Irving Berlin's first pop tune in years, "Sittin' in the Sun, Counting My Money." . . . After 25 years as an Executive with Columbia, United Artists and RKO Radio, Robert Goldfarb launches his "Specialized for Screen, TV, Radio Industries" employment agency today with offices at 1650 Broadway. . . . Ye Fourth Estaters turned out en masse at the Rainbow Grill ABCocktail party Thursday for Art Baker, emcee of the "You Asked for It" TV program. The Baker knew we were coming and baked up a cute stunt in which individuals were presented with reasonable facsimiles of what they "asked for." That is, all except George Rosen of Variety, who merely asked for "Eight Million Dollars." . . .

Peter Arnell

☆ ☆ ☆

Walt Framer is adding a film division to his rapidly expanding Production Firm. . . . Buff Cobb, panelist on "Masquerade Party," makes her dramatic debut in Ben Hecht's "Tales of the City," presentation Thursday, July 23 supporting Madeleine Carroll and Gary Merrill. . . . DuPont's famous slogan, "Better Living Through Chemistry," is a truism. However, Richard A. Day, a DuPont technician, went a step further recently on the "Big Payoff," when, correctly answering all of the questions, he and his wife, Mary, earned a trip to Norway, a $3,500 Mink Coat, an automobile, etc. In other words, the Days will find "Better Living Through Knowledge." . . . Beth Holland, who started a disk jockey daily series last week via WABC, doing so well execs there are thinking seriously of adding a TV chore to the good looking gal's duties. . . . The September issue of Picture Scope, carries an interesting pictorial account on Pat Pagnotta's Broadway Talent Scouting. In addition to his "ten percenter" routine, he's a regular deejay at WTNJ, Trenton, under the pseudonym, Stan Pat. . . .

☆ ☆ ☆

LOTSA DOTS . . . Handsome Ralph Paul, bounced out of the Medical Arts Hospital last week just in time to add announcing the new "Soundstage" NBC-TV vehicle to his busy schedule. . . . Sylvania previewed 42 new TV models (home receivers, what else?) for its distributors at its convention Friday at the Erlanger Theatre in Buffalo. . . . William Demarest will be seen in a new TV series in the fall. Format is a situation-comedy "H. J. Mosby, Decent Citizen," scripted by Robert Riley Crutcher. . . . Don De Leo, who returned from the Coast where he appeared regularly on the "Red Skelton Show," set for several featured roles in "Man Against Crime."

Budget Slash

(*Continued from page* 1)

a Truman budget request of $114,500,000 and a revised Eisenhower budget request of $87,900,000. The cut in the overall program will, if sustained, mean sharp cuts in the $6,400,000 requested for the film section, which J. Cheever Cowdin was recently named to head.

Committee members said they doubted that there would be any serious fight on the House floor to restore the cut, but that an effort to do this might be made in the Senate.

In its report, the committee said it appreciated the importance of the information program, but that Congress was "terribly disappointed" in the way the program has been carried on so far. "Enormous numbers of personnel in excess of those required are maintained," it declared, "and enormous numbers are engaged in the preparation, publication and propagation of things that are of no value and which really tend to make the U. S. ridiculous."

Beverly, Cardinal in Deal for Reissues

Beverly Pictures has consummated a deal with Harry Popkin's Cardinal Pictures for the reissue of a package of the latter's features for the United States and Canada. The films originally were distributed by United Artists.

The first two will be "My Dear Secretary," starring Kirk Douglas and Laraine Day, and "Impact," with Brian Donlevy and Ella Raines.

Re-record 'Melba' For Stereo Sound

HOLLYWOOD, July 12.—The monaural sound track of "Melba" has been re-recorded to a stereophonic three-track magnetic release print at the studios of Westrex Corp.'s subsidiary, Sound Services, Inc., representing that organization's first stereophonic sound re-recording assignment.

Sound Services will similarly re-record several other features, the first of which will be "The Maze."

Four More Stations Join CBS-TV Web

Four additional stations have joined the CBS Television Network, with affiliation effective on the following dates:

KMJ-TV, Fresno, Cal., which started on June 15; KNOE-TV, Monroe, La., Aug. 2; KGBS-TV, Harlingen, Tex., Sept. 27, and KFBC-TV, Cheyenne, Wyo., Dec. 1.

STOCK FOOTAGE

Trains 'n Trollies, Trucks 'n Trailers, Boats 'n Blimps 'n Buggies . . . any traffic or transportation scene . . . easy to order from 15,000 subjects, completely cross-indexed. Send for Catalogue B

NBC FILM LIBRARY

105 E. 106 St., New York

In the THEATRE Equipment World . . .

. . *with RAY GALLO*

A NEW series of six film trailers for use at drive-in theatres during intermission time to increase sales of all products sold at the refreshment stand has been announced by the Hygrade Food Products Corp., Detroit, together with its Kingan Division, Indianapolis. The trailers are in color; running time is one minute. The films carry virtually no brand identification, according to the company's announcement, and are offered free of charge to drive-in operators carrying Hygrade's or Kingan's meat products. They can be secured on a rotating basis from plants of the two companies.

•

Additional factory space for a step-up in its production of motion picture screens, including those designed for 3-D, CinemaScope, widescreen and conventional projection, has been acquired by the Radiant Manufacturing Corp., Chicago. The new building is located on Chicago's Southside, a short distance from the company's main plant and general offices.

•

A new line of heavy-duty rectifiers designed especially for continuous operation with the 3-D and widescreen processes of projection, as well as drive-ins, has been announced by the Strong Electric Corp., Toledo. Three of the rectifiers are of the selenium plate type and one is of the tube type. Literature describing them will be sent free to anyone addressing a request to the company at 1 City Park Ave., Toledo 2.

•

Electrical interlocks using selsyn motors will be recommended for installations of projection and stereophonic sound equipment in the "all-system package" of the Ballantyne Co., Omaha, according to R. S. Ballantyne, president, to clarify the question raised by the fact that the company also makes mechanical interlocks.

•

To destroy bugs in such areas as refreshment stands and rest rooms at drive-ins American Aerovap, Inc., New York, has a new electric bulb equipped with a recessed dimple on top for holding insecticide tablets. Operation of the 40-watt bulb, trade-named "Bug Bulb," includes screwing it into any ordinary floor or table lamp, and dropping the tablets into the special top. Heat created by the bulb vaporizes the chemical tablets, and this vapor permeates the room being treated, seeking out the exposed insects and killing them. The bulb is designed for use in small indoor spaces measuring 3,000 cubic feet or less, with the number of tablets used in each instance depending upon the size of the room. Treatment of a room is said by the company to last for two weeks or more.

D. of J. Doubts Need

(*Continued from page 1*)

recommended that the consent decrees be re-opened for revision and asked for Barnes' opinion. Barnes said he couldn't say, on the basis of his experience, that there should be any amendments to the decrees, although they contained provisions that would permit their re-opening. "It may be," he said, "that this particular matter may involve such a strong, basic case that the court would look with favor on re-opening the judgment—but I doubt it."

Schoeppel said the committee might well make some suggestion in its report to re-open the decrees "for remedial effect or some adjustment."

Barnes led off with a prepared statement answering questions submitted by the sub-committee. He told the committee that even if competitive bidding is instituted by distributors against the wishes of exhibitors, there would be no violation of the consent decrees unless the theatres were not in substantial competition with each other. He also stated that his division would welcome a procedure in which at least the successful bid was disclosed to competing bidders "in order to minimize complaints based on suspicion. The department has never been enthusiastic about competitive bidding," he emphasized.

The department would not consider formulating rules and procedure concerning competitive bidding, he went on, but would be willing to join distributors and exhibitors—should the two groups agree on a set of rules for competitive bidding which contained no objectionable feature—in recommending to the District Court whatever decree amendments might be needed to enforce these rules.

Answering questions on pre-release pictures, Barnes said: "It cannot be categorically stated that the pre-release practice involves the granting of clearance between theatres not in substantial competition." Whether clearance is granted between theatres not in substantial competition, and therefore is illegal, depends on whether there are agreements between distributors and exhibitors licensing the pre-release picture, he explained. Barnes said refusal to pre-release pictures in small towns discriminated against the small communities but no more than against "many other economic matters."

Cites Number of "Trust" Cases

Marcus told the committee that no industry had brought as many complaints to the anti-trust division as the motion picture industry and estimated that one-third of the division's correspondence dealt with motion picture affairs.

"But," he declared, "there is almost not a single complaint that we don't take up with the distributors and get something done." Sometimes the division can get all the information it needs from its files, he said, and sometimes it uses Federal Bureau of Investigation people to get the facts. Due to the fact that over the years the division has established a good relationship with the distributors, Marcus emphasized, complaints can be handled by mail or by phone.

Allied Urges

(*Continued from page 1*)

between profit and loss, president Wilbur Snaper said. Under the present interlock system, labor costs are tremendous, he said, and exhibitors cannot afford the load of carrying an extra projectionist. Already the added expense of 3-D is making it necessary for owners of small theatres to serve as their own managers. For that reason, a number of delegates to the convention had to return to their homes a day early in order to run their theatres, it was said.

New Jersey Allied, in a prepared statement, deplored the "failure of distributors to recognize the right of exhibitors to make a profit on 3-D bookings." This attitude, it was stated, will destroy the stimulant of the new presentations. There are only about 2,500 theatres now equipped for 3-D, but thousands of others are ready to make installations when film terms become fair enough so that theatres can make a profit, the Allied unit contended. Costs must be reduced, it was stressed.

Nord Demonstration Canceled

A demonstration of the Nord system had been planned for Warner's Virginia Theatre, but it was called off when objections were raised over the painting of the screen.

Snaper and all other officers were reelected, as follows: Lou Gold, vice-president; William Basil, secretary; A. Louis Martin, treasurer; Harry Scheer, sergeant-at-arms. Reelected to the board of directors were Irving Dollinger, chairman; Henry Brown, Morris Spewack and Howard Herman.

Tax Leaders Warn

(*Continued from page 1*)

Campaign Committee, sent wires to all state and Congressional district committees urging them to remind their Congressmen that the Mason bill does not interfere with the Administration's program for a balanced budget, but on the contrary will make it possible for the Treasury to collect more money.

"This is a point which must again be brought home to all Congressmen," they said. "Moreover, the truth of it is made plain by the action of the committee itself, for it was only two days ago that the committee extended the excess profits tax for the sole purpose of insuring the Treasury's revenue and if the committee had not been convinced the Mason bill would save an industry without seriously jeopardizing the Treasury's revenue, it would not have given us a favorable report. Naturally, we are overjoyed that this committee, which is made up of the most astute tax experts in our government, should be in complete agreement with the contention we have made all along in this campaign."

Pinanski, Rembusch Pleased

Sam Pinanski and Trueman Rembusch, members of the Council of Motion Picture Organizations triumvirate who have been here with the tax campaign leaders for the last few days watching developments in Congress, were equally pleased with the action of the Ways and Means Committee.

"Thank goodness," they said in a statement, "there are so many legislators who look at industry problems honestly and do not make decisions merely for political expediency. The right to tax equitably does not carry with it the right to destroy an industry, and these men on the Ways and Means Committee obviously are keenly aware of that fact. They have responded to our plea for tax relief in the finest tradition of American democratic government."

New WB Posts

(*Continued from page 1*)

branch manager in Philadelphia, is promoted to branch manager of that exchange.

Robert H. Dunbar is promoted from branch manager in Milwaukee to Midwest district manager with headquarters in Chicago. The district is now made up of Chicago, Detroit and Milwaukee.

With the Prairie district to be split in two, the North and South, the subsequent personnel changes are: Appointment of Arthur W. Anderson, Midwest district manager, to North Prairie district manager, with supervision over Des Moines, Minneapolis and Omaha offices, and headquarters in Minneapolis; and the appointment of Hall Walsh, Prairie district manager, to South Prairie manager with supervision over Kansas City and St. Louis and headquarters in the latter city.

Other personnel changes include the appointment of Jack Kalmenson, branch manager in Pittsburgh, to branch manager in Milwaukee, with Jerry Wechsler branch manager in Cleveland assuming the post of branch manager in Pittsburgh. Ernest Sands, salesman in Cleveland, is promoted to branch manager of that office.

20th Sales Meet

(*Continued from page 1*)

of advertising, publicity, and exploitation plans for "The Robe," with vice-president Charles Einfeld and his staff discussing the campaign planned for the production.

Presiding at the sessions will be Lichtman, assisted by W. C. Gehring, executive assistant general sales manager. During the meeting, round-table discussions of individual areas will be led by Arthur Silverstone and Edwin W. Aaron, eastern and western sales managers, respectively.

Other topics on the agenda will be sales plans for the remainder of the company's product for the year. This includes such releases as "Gentlemen Prefer Blondes," "Inferno" (3-D), "Dangerous Crossing," "Sailor of the King," "Mister Scoutmaster," "City of Bad Men," "Blueprint for Murder" and "Vicki."

Division Heads to Attend

Division managers attending will be Martin Moskowitz, Glenn Norris, Tom McCleaster, Peter Myers, Moe Levy, Harry Ballance and Herman Wobber. Also Paul Wilson and Bryan D. Stoner, assistant Southern and Western division managers, respectively.

Branch managers attending will be Tom Gilliam, Jim Connolly, Ben Simon and Abe Dickstein. From the home office, there will also be Alec Harrison, Lem Jones, Frank Carroll, Jack Bloom, Morris Caplan, Roger Ferri and Dave Ornstein. From the advertising and publicity staffs will be Rodney Bush, Abe Goodman, Ed Sullivan, Vic Sedlow, Martin Michel, Ed Solomon and Ira Tulipan.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 9 NEW YORK, U. S. A., TUESDAY, JULY 14, 1953 TEN CENTS

Mason Bill Is Advanced in Congress

Rules Committee Okays Measure for the Floor

WASHINGTON, July 13. — The House Rules Committee today cleared for House floor action the Mason Bill to exempt motion picture theatres from the Federal admission tax.

House leaders said they hoped to bring the bill up on the House floor for a vote late this week, but that a crowded legislative calendar might force action over until next week.

The Rules Committee recommended that the bill come up under a procedure barring any amendments on the floor and debate limited to one hour. This was a victory for the Council of Motion Picture Organizations tax committee, which is trying to ward off any amendments giving relief to other industries. Compo fears that amendments helping other industries will increase greatly the cost of the bill and thereby impede its chance of enactment.

Meanwhile, the House Ways and

(*Continued on page* 5)

306 Withdrawing Suits Against NY Theatres

Law suits totalling $3,225,000 filed by projectionists' union, Local 306 against New York theatres for alleged unpaid overtime are being withdrawn, in view of the settlement of a new contract between the theatres and the union.

A tentative agreement on a new pact was reached several months ago, but signatures were held up pending the ironing out of certain details. The new agreement, in substance, calls for

(*Continued on page* 5)

British Studios Hit By Extras' Strike

LONDON, July 13.—The strike of film extras at M-G-M's Elstree Studios has spread to all other British studios. Spokesmen for the British Film Producers Association said that production in every studio could not continue beyond this week unless the dispute is settled. Meanwhile, the

(*Continued on page* 5)

Anglo-Amer. Talks Start Sept. 22 In Capital

Anglo-American talks on a new agreement for the remittance of American film earnings in Britain are expected to get underway in Washington on Sept. 22, it was reported here yesterday by Eric Johnston, president of the Motion Picture Association of America.

Johnston, who returned from a 20-day tour of Europe, told a meeting of company presidents and foreign managers of the information he received in London. Heading the British delegation will be Sydney Golt, assistant secretary of the Board of Trade in charge of the films branch, and Sir Morris Dean, assistant to Frank Lee, who is permanent under-secretary of BOT, it was stated.

The current pact, a one-year exten-

(*Continued on page* 5)

Republic Net Profit Rises to $473,150

Republic Pictures yesterday reported a net profit, after all taxes, of $473,150 for the 26 weeks ended April 24. This compares with a net of $379,550 for the same period last year.

Before tax provisions, the 26-week profit was $1,019,150. The pre-tax profit for the corresponding period of 1952 was $974,550.

GOV'T WILL PROBE FORCED ADMISSIONS

D. of J. Anti-Trust Div. Also Plans Investigation Of Pre-Releasing Setup

WASHINGTON, July 13. — The anti-trust division of the Department of Justice has informed the Senate Small Business Subcommittee that it is reviewing two pressing questions having to do with distributor-exhibitor relations. The first deals with distributor requests for information regarding admission prices which an exhibitor proposes to charge on a given picture, while the second seeks to determine whether the practice of pre-releasing pictures involves the granting of unreasonable clearance.

The division stated that it is not at this time prepared to give an opinion on either question.

The subcommittee received this information from the anti-trust division in the form of a memorandum in which the division reiterated its belief that an efficient arbitration system between exhibitor and distributor would solve many of the most perplexing industry problems.

"We do feel," the memorandum

(*Continued on page* 5)

Myers Confers with Officials of D. of J. In Washington

WASHINGTON, July 13.—Allied States Association general counsel Abram F. Myers had a two-hour meeting today with Justice Department anti-trust chief Stanley N. Barnes and other anti-trust division officials.

It was understood that the major purpose of the meeting was to per-

(*Continued on page* 5)

Thomas President Of Cinerama

Lowell Thomas was elected president of Cinerama Productions, Inc., replacing Dudley Roberts, resigned, it was disclosed here yesterday following a board of directors meeting.

These and other changes were made in preparation for the take-over of the Cinerama operation by Stanley Warner, it was stated. The take-over, which is subject to the approval of

(*Continued on page* 5)

Loew's Quarterly Profit Up to $1,014,142

Loew's Inc., disclosed yesterday that for the 12 weeks ended June 4 (subject to year-end audit and adjustments), net operating profit of $1,865,697 before taxes and after reserve for depreciation and contingencies compared with $425,878 in the same period of the preceding year. After Federal taxes the earnings were $1,014,142 compared with $740,817.

On a per share basis the 1953 quarterly earnings after taxes were 20 cents a share compared with 14 cents a share in the same quarter of 1952.

For the 40 weeks ended June 4, net operating profit before Federal taxes was $5,685,184, compared with $5,302,538 in the similar 40 weeks period of the preceding year. After Federal taxes the net per share for this year's 40 weeks was 62 cents, compared with 87 last year.

Gross sales and operating revenues for the 40 weeks ended June 4, were estimated at $133,612,000 against $135,646,000. For the current June quarter, these were estimated at $39,684,000, against $39,953,000.

UA's Interest in Odeon Bought by Schlesinger

The Schlesinger Organization of South Africa and United Artists announced jointly yesterday that Schlesinger had acquired all of UA's interest in Odeon Cinema Holdings, Ltd., including 50 per cent of the ordinary shares of Odeon Theatres. Odeon Cinema Holdings will continue its interest in Odeon Theatres, the parent operating company which has interests in the United Kingdom, Australia, Canada, New Zealand and other countries as well as interests in production, distribution and exhibition companies and equipment manufacturing firms.

John S. Schlesinger, chairman of African Theatres, Ltd., the company within the Schlesinger Organization which is acquiring the UA holdings, stated that this deal only has the effect of Schlesinger acquiring the shareholdings previously held by UA and that the control and management of Odeon remains unchanged. He further said that the deal indicated the confidence in the future of the film business and the Rank Group, of which Odeon is a part.

Robert Benjamin, chairman of the

(*Continued on page* 5)

Paramount to Screen Three on July 27

Three of Paramount's top pictures will be shown to exhibitors, film buyers and bookers in all exchange cities on July 27 in what is described as a special "Paramount Jubilee Show," it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The pictures to be shown at the "Jubilee Show" are: "The Caddy," starring Dean Martin and Jerry Lewis; Perlberg-Seaton's "Little Boy Lost," starring Bing Crosby, and William Wyler's "Roman Holiday,"

(*Continued on page* 5)

Personal Mention

CECIL B. DEMILLE, producer, will be heard on Martin Starr's radio program over WINS, New York, tomorrow.

•

J. R. Grainger, RKO Radio president; Charles Boasberg, general manager, and Nat Levy, Eastern division manager, will be in Boston Thursday from New York.

•

Irving Hillman, manager of the Sherman Theatre in Hartford, is the father of a son born last week to Mrs. Hillman. The baby will be named Steven Jay.

•

H. M. Bessey, executive vice-president of Altec Service Corp., and C. S. Perkins, Northeastern division manager, have returned here from Boston.

•

Gottfried Reinhardt, M-G-M director, will arrive in New York Saturday from the Coast and will leave on the same day by plane for Europe.

•

Dr. Allan L. Blackman, son of Max B. Blackmam, Warner executive, has joined the U. S. Army as a captain in the Medical Corps.

•

J. L. Van Volkenburg, president of CBS Television, has been elected to the board of directors of Advertising Federation of America.

•

Douglas Shearer, M-G-M sound recording head, returned here from Europe yesterday and left last night for Hollywood.

•

F. J. A. McCarthy, Universal Southern and Canadian sales manager, will leave here today for Springfield, Ill.

•

Joe Boyle, manager of Loew's Poli in Norwich, Conn., is observing his 25th year with Loew's Theatres.

•

Ted Loeff, Aspen Pictures advertising-publicity chief, left New York yesterday by plane for Chicago.

•

Herbert Horstmeier, head of his own buying-booking service, has arrived here from Cleveland.

•

Dave Cantor, RKO Radio exploitation director, returned here yesterday from San Francisco.

•

Howard Dietz and Arthur Schwartz have arrived in Boston from here.

•

Alan Ladd will arrive in New York today aboard the S.S. Queen Elizabeth.

•

Mary Drews, head booker for Republic in Cleveland, is vacationing in Maine.

Monogram Pays 10%

HOLLYWOOD, July 13.—A stock dividend of 10 per cent to stockholders of record as of July 1 became payable on Friday by Monogram Pictures Corp. (Allied Artists).

Altec in Deal with Veterans Group

Following several months of negotiations, Altec has entered into a contract with the Veterans Administration covering the VA's entertainment facilities. The contract involves service and maintenance of 270 motion picture and radio equipments in VA hospitals throughout the U. S.

L. D. Netter, Jr., general sales manager, and E. O. Wilschke, Altec operating manager, acted for the company, while Adenia Stern, VA contract executive, and Edward Kelly, head of the motion picture division, represented the government agency.

Paramount Central Division in Meet

CHICAGO, July 13.—Branch managers of Paramount's Central division, headed by J. J. Donohue, met here today for conferences on new product and promotion plans set up at the recent division managers sessions conducted at the home office by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Pictures discussed at the meeting included "Shane," "Stalag 17," "Scared Stiff," "Sangaree," "Houdini," "Roman Holiday," "Arrowhead," "Jamaica Run," "The Caddy," "The War of the Worlds," "Little Boy Lost" and "The Greatest Show on Earth."

Also present at the meeting were Herb Cohn, assistant to the division manager, and branch managers J. H. Stevens, Chicago; Donald R. Hicks, Des Moines; G. R. Frank, Indianapolis; Irving Werthamer, Milwaukee; J. T. McBride, Minneapolis, and Marion Anderson, Omaha. Special field representatives E. G. Fitzgibbon and Dave Friedman also were on hand.

Tenn. Celebration For W.B. Premiere

KNOXVILLE, Tenn., July 13.—An extensive statewide celebration will launch the world premiere showing of Warner Brothers' "So This Is Love" at the Tennessee Theatre here on July 29. The premiere festivities will cover all of Tennessee. Surrounding states of Alabama, Georgia, Kentucky and Mississippi will also participate.

'Roman Holiday' To Music Hall

"Roman Holiday," produced and directed by William Wyler, has been booked as the next attraction at Radio City Music Hall, according to a joint announcement by Russell V. Downing, president and general manager of the Hall, and A. W. Schwalberg, president of Paramount Film Distributing Corp.

"Roman Holiday," filmed entirely in Rome, co-stars Gregory Peck and Audrey Hepburn.

E. S. Clifford Dead; Newsman Was 61

ELGIN, Ill., July 13.—Funeral services were held here for Edwin S. (Gun) Clifford, widely-known newspaperman who died at Sherman Hospital following a long illness. He was 61.

Clifford during the past 17 years was a member of the editorial staff of "The Courier-News." Prior to his service with the paper he was associated with Quigley Publishing Co. in Chicago, which he joined in 1919 as managing editor, later becoming general manager and secretary of the organization. When Quigley headquarters were transferred to New York, Clifford remained in Chicago as general manager of "The Chicagoan." Some time later he returned to Elgin as editorial director of the "Fox Valley Herald," later rejoining "The Courier-News."

In addition to his parents, Clifford is survived by his widow, two daughters, two brothers, two sisters and five grandchildren.

Howard Burkhardt Dies in K. C. Office

KANSAS CITY, July 13.—Howard C. Burkhardt, manager of Loew's Midland Theatre here, was found dead in his office on Saturday, apparently as the result of a heart attack. He was a veteran of 46 years in the amusement industry.

Burkhardt had managed theatres in Baltimore, Providence and other Eastern cities before taking over direction of the Midland. He was associated with Loew's for 21 years. He is survived by his widow, a son, Daniel, a daughter, Doris, and four grandchildren.

The funeral will be held Wednesday from the William Cook Funeral Home, Baltimore.

Herbert Rawlinson, Veteran Actor, Dies

HOLLYWOOD, July 13.—Herbert Rawlinson, veteran actor of the early silent days as well as the legitimate theatre, died here Sunday at the age of 67.

Rawlinson, born in England, came to America in 1910 as manager of the Belasco Stock Co. Entering motion pictures shortly thereafter, he starred in many early pictures, playing lead parts opposite Clara Kimball Young, Billie Burke, Geraldine Farrar and others.

Seadler Leaves for Coast Confabs

Silas F. Seadler, M-G-M advertising manager, left here for the Coast yesterday by plane to attend a number of previews, witness a demonstration of 3-D wide-screen, and confer with members of the advertising and trailer staffs at the studio.

He will also see the first prints of "Kiss Me Kate," M-G-M's first 3-D picture on wide-screen. An advertising campaign will be discussed with Frank Whitbeck, Jack Atlas and the staff. Seadler will remain on the Coast for a week.

Reach Impasse On Salesmen Pact; Ask 15% Hike

Negotiations for a new contract between the Colosseum of Motion Picture Salesmen and distributors have reached an impasse after four days of sessions at the Greenbrier Hotel in White Sulphur Springs, W. Va.

The salesmen, it was reported, are asking for a 15 per cent increase in salary and a minimum of $12 a day for expenses. The exchange operations committee, representing the distributors, told the Colosseum's negotiating committee that the companies could not grant such a wage increase at this time.

The meeting was adjourned and no date for a resumption was set. It is understood that the next meeting will be subject to call by the Colosseum. Whether the salesmen will make a counter proposal has not been revealed.

Meanwhile, new contracts for front and back office employes in key city film exchanges have been closed, with the exception of those in New York, Philadelphia, Boston, New Haven and Buffalo. The last two pacts were to be closed in Chicago and Minneapolis.

The new deals, in most instances, call for a $4 a week increase, with no other major changes in the provisions of the contracts.

Admission Law Signed

HARTFORD, July 13.—A bill prohibiting motion picture theatres and other places of amusement from refusing admittance to any law-abiding person with a ticket has been signed by Governor Lodge of Connecticut. Similar statutes are in effect in New York and California.

$1,600 for 'Blondes'

Twentieth Century-Fox's "Gentlemen Prefer Blondes" opened at the Daytona Theatre, Daytona Beach, last Friday, breaking every record held by a company picture there for all time, it was said. Gross for the day was reported to be nearly $1,600.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT . NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR . An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
3 DIMENSION
"THE CHARGE AT FEATHER RIVER" WARNERCOLOR
WARNERPHONIC SOUND
in person
LES PAUL & MARY FORD
ALAN DEAN
HERBERT and SAXON
BOBBY BRANDT
RUSS CASE AND HIS ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Cites 'Herald' Poll In CEA Appraisal

LONDON, July 13.—As was to be expected, British producers reacted promptly and acidly to the recent box-office "appraisal" of British pictures by the bookers committee of the Cinematograph Exhibitors Association.

In his valedictory address as president of British Film Producers Association, Reginald Baker cited MOTION PICTURE HERALD'S box-office survey which showed that, in 1952, of 15 films named in the big money-taking category no fewer than eight were British. Baker said that he was "amazed and perplexed" by CEA's appraisal in the light of the "HERALD" Survey.

Several Letters Received

He said: "It is not the slightest use for an industry to say that its wares are not of high quality and then expect the public to buy them. It discloses a malaise from which, with certain notable exceptions, the retail side of our industry unfortunately suffers today."

Reported to CEA's executive committee also were letters of remonstrance at the appraisal from the J. Arthur Rank Organisation's John Davis, ABC's D. J. Goodlatte and J. H. Laurie, managing director of the Film Finance Corp.

Columbia Expands Note Indebtedness

WASHINGTON, July 13.—The amount of outstanding notes of Columbia Pictures has been increased $1,000,000, bringing the company's note indebtedness up to $11,000,000, the Securities and Exchange Commission was informed here.

Columbia's report stated that the $1,000,000 loan was part of the Oct. 1, 1952 $15,000,000 loan agreement which the company made with the First National Bank of Boston, Bank of America, National Trust and Savings Association and the president and directors of the Manhattan Co. A sum of $10,000,000 was borrowed on the date of the loan agreement, it was stated.

Mexican 'Oscars' to Armendariz, Inda

MEXICO CITY, July 13.—For their performances in "El Rebozo de Soledad ("Soledad's Shawl"), Pedro Armendariz and Stella Inda were cited as Mexico's top film actor and actress of 1952.

No other awards were made, because, said the Academy of Cinematographic Arts and Sciences, "Mexican production last year was bad."

House Passes Bill Easing Customs

WASHINGTON, July 13.—The House passed and sent to the Senate the Administration's bill to simplify and overhaul U. S. customs procedures. The Motion Picture Association of America has indicated that the bill could be of considerable help to foreign companies in bringing films into the U. S.

Sturdy $170,000 For 'Bandwagon'

A terrific $170,000 is indicated for the first week of "The Bandwagon" at Radio City Music Hall here, placing it among the pace setters at the Hall.

Music Hall business was aided by the thousands of visiting Shriners, currently attending a convention in the city.

26 Films in Work At Coast Studios

HOLLYWOOD, July 13. — The production chart showed an increase of only one point this week, for a total of 26 pictures in work.

Started were: "Tabloid," Allied Artists; "Jesse James vs. the Daltons" (Esskay Pictures), Columbia; "Crazylegs, All-American" (Hall Bartlett), Independent; "Gypsy Colt," Metro-Goldwyn-Mayer; "Mr. Casanova," Paramount; "Son of Cochise," Universal-International.

Completed were: "A Name for Herself," Columbia; "Captain Scarface" (Lincoln Pictures), Astor; "Return to Treasure Island" (Wisberg-Pollexfen), and "Marry Me Again" (Alex Gottlieb), Independent; "The Gladiators," 20th Century-Fox.

RKO Radio Eastern Sales Meet in N. Y.

A one-day sales meeting of RKO Radio Eastern branch and district managers to discuss "Second Chance" and other company product will be held next Tuesday in New York, J. R. Grainger, president, announced yesterday.

Attending will be representatives from Albany, Pittsburgh, Buffalo, Washington, Boston, New Haven, New York, Philadelphia and Chicago. New York executives will include Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager; Nat Levy, Eastern division manager, and other home office sales officials.

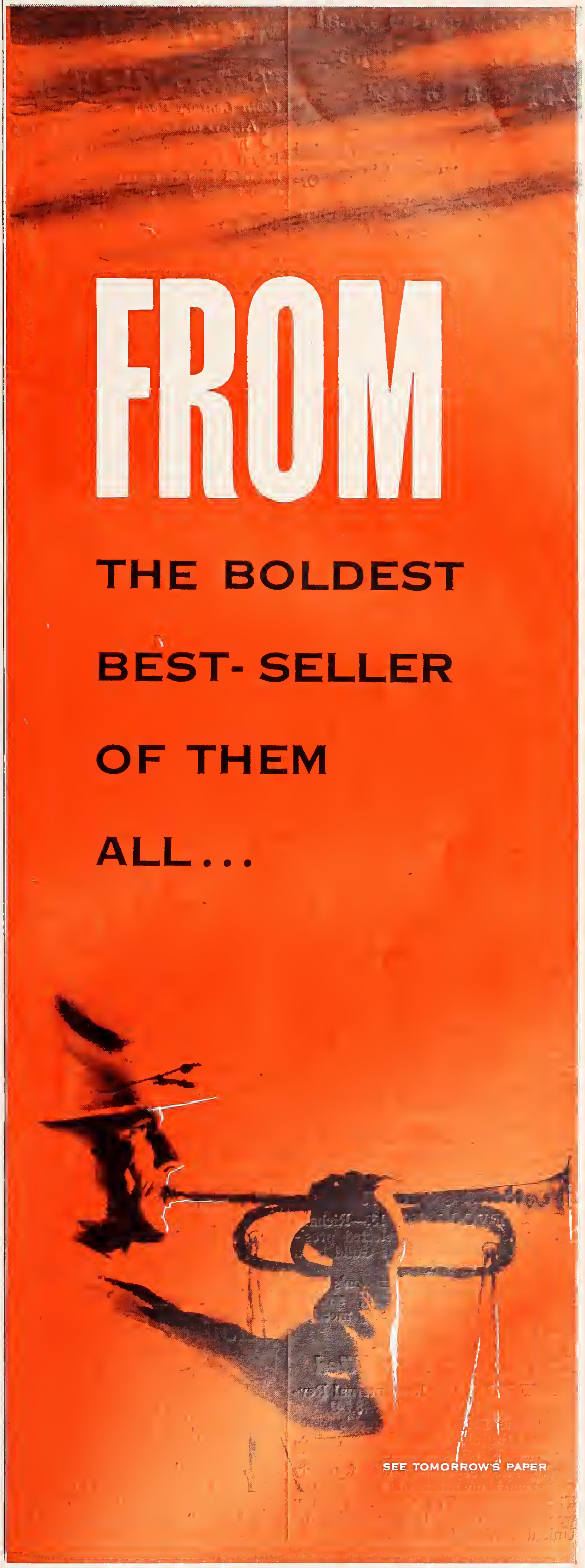
Greshler Is Filming Industry's History

HOLLYWOOD, July 13.—Producer Abner Greshler today rolled the cameras on his production based on the history of the industry from 1893 to 3-D, tentatively titled "Yesterday and Today," shooting at the Hal Roach Studios.

George Jessel is doing the narration and will appear in joining sequences, in addition to singing two songs. Greshler spent more than a year in acquiring some 40 old films from which he compiled some of the footage for this eight-reeler. Greshler and Jessel wrote the story. Elliott Daniels composed and will conduct the score. Stanley Cortez is cameraman and Paul Wetherwax will edit.

B'way Party for Ohioans

COLUMBUS, O., July 13.—A Broadway, New York, party for Central Ohioans is planned by the Columbus "Citizen" for the week of Oct. 11. Members will attend Radio City Music Hall and a showing of Cinerama, in addition to some legitimate stage attractions.



Rank-Skouras Deal For CinemaScope Appears Closer

By PETER BURNUP

LONDON, July 13.—The deal calling for the utilization of CinemaScope by the J. Arthur Rank Organization appeared closer to consummation today with the return here of Spyros P. Skouras, 20th Century-Fox president, from the Continent.

Skouras interrupted his European tour to return to see Rank earlier than previously arranged in view of Rank's plan to attend a Methodist Conference in Birmingham. Although the lawyers are currently working on details of the deal, Skouras expressed satisfaction that the contracts will be signed shortly, it was stated. Skouras, who has already visited Germany and France, is expected to go to Italy on Wednesday.

The initial Rank-Skouras talks were inaugurated the weekend before last, when the proposed deal was understood to be under discussion between the principals. The deal, it was stated, governs the manufacturing of equipment as well as theatre installations. Production under the CinemaScope system may also be part of the deal, it was reported.

One phase of the deal, according to trade circles, calls for some adaptation of the Stableford Screen in Rank theatres instead of the screen which Skouras brought over for the recent CinemaScope demonstration.

Trophy Addition to '53 Laurel Awards

The Golden Laurel Award and the Golden Laurel Trophy, founded and presented by David O. Selznick to European film makers, will be presented this year at the Edinburgh Film Festival on Aug. 30.

This is the first year that the Golden Laurel Trophy will be presented, honoring a European film maker whose work through the years has made an important contribution to the purpose of the Awards.

The American jury choosing the winners during the past two years has been comprised of Ellis Arnall, Dr. Ralph J. Bunche, Gardner Cowles, Otto Harbach, Herbert Bayard Swope, Rene d'Harnoncourt and James P. Warburg. Mrs. Ogden Reid and Mrs. Eleanor Roosevelt have been added to the jury for the 1953 awards.

Screen Extras Guild Reelects Gordon

HOLLYWOOD, July 13.—Richard H. Gordon has been reelected president of the Screen Extras Guild by a vote of 1,211 to 578.

The incumbent administration's slate also was reelected, scoring similar majorities at the membership meeting held here.

Buffalo Tax Lien Filed

BUFFALO, July 13.—Internal Revenue agents have filed a $48,741 tax lien in the Erie County Clerk's office against Buffalo 20th Century, Inc., for income taxes for 1944 through 1949. The corporation was formerly owner and operator of the Century Theatre here. The Century recently was leased for a 10-year period by United Artists Theatres.

Review

"Sailor of the King"

(20th Century-Fox)

BASED on C. S. Forester's novel, "Brown on Resolution," this is a glossy, handsome production, beautifully photographed in cooperation with the Royal British Navy and featuring a fine cast headed by Jeffrey Hunter, Michael Rennie and Wendy Hiller. It has been a long time since there has been a sea saga made on the scale of "Sailor of the King."

Its action shots of British cruisers engaging a German raider in the Pacific during World War II are among the most authentic and stirring ever filmed. When the camera searches the horizon or traces the figure of a man-o'-war bow sliding through the water, you can almost feel the heat of the sunlight and the smart of the salt spray. There are both great beauty and realism in the striking black-and-white photography by Gilbert Taylor.

The story is a double-edged affair, opening in England during World War I when Rennie, a young Naval officer, has a completely unpremeditated and idyllic affair with Miss Hiller, the sheltered daughter of a vicar whom he chances to meet aboard a London-bound train. He leaves her after five days, afraid to take a chance on marriage because of uncertainties of the future.

The time then shifts to World War II and to the Pacific where Rennie is now a captain and the commander of three cruisers in search of a German raider. Unknown to him, his son by that early affair, Hunter, is a signalman aboard one of the other cruisers. Rennie is forced to make the second big decision of his life when word of the raider's presence reaches him and he has to decide whether to go after her himself, in his ship which is low on fuel, and leave the convoy unprotected, or to send one of the other ships. Cautious as usual, he sends his son's cruiser on the hazardous mission.

Hunter's ship goes into battle and is sunk, but not before getting at least one torpedo into the raider. Picked up by the raider, which pulls into deserted Resolution Island for repairs, Hunter sneaks ashore and from the cliffs stages a heroic, one-man guerrilla war which delays the raider just long enough for the other British cruisers to find her and send her to the bottom. At the fade-out, both Hunter and Rennie are at Buckingham Palace, still unaware of their relationship, about to be honored by the king. There is an inference that because Hunter will henceforth become Rennie's chief signalman, a future reconciliation between Rennie and Miss Hiller can be expected.

This may seem like a great amount of plot, but, as handled in Valentine Davies' script, it is a model of straightforward story-telling, full of sentiment, humor and appeal—all in the best of taste. Roy Boulting's direction is excellent, bringing forth the finest from the stars, especially from Miss Hiller in her comparatively small role and Hunter in his final heroic action. Stand-out support is offered by Bernard Lee as one of Hunter's elderly shipmates and Peter Van Eyck as the suave captain of the German raider.

Special mention should be made, too, of the fine assistance given 20th-Fox by ships, officers and men of the British Mediterranean fleet. Here is a picture to sell to young and old and to anyone who has ever fallen in love with a rowboat. Others in the cast are Victor Maddern, John Horsley, Patrick Barr and Robin Bailey.

Running time, 83 minutes. General audience classification. For August release.

RCA Has New Lamp System for 3-D

CAMDEN, N. J., July 13.—A new RCA wide-arc lamp system—the type used in most recent CinemaScope demonstrations—is now available for wide-screen, 3-D, and drive-in theatre use, it was announced by the theatre equipment section of RCA Victor.

The new lamp is said to provide the brilliance necessary to light new over-sized screens up to 70 feet in width and operates at a maximum of 128 amperes using a Hitex 10mm. positive carbon. The rotative speed of the carbon is 15 revolutions per minute compared to approximately eight revolutions per minute for the RCA Brite-Arc lamp. It can be used with any type theatre projector, said RCA.

'Jennifer' to AA for World Distribution

HOLLYWOOD, July 13.—Allied Artists president Steve Broidy today stated that the company will handle world distribution of "Jennifer," co-starring Ida Lupino and Howard Duff, under terms of an agreement with Three - Fellows - Productions, which produced the feature. Broidy said the film will be among the company's big fall releases.

3 Majors Ask for Nord Showings

Demonstrations of the Nord single-strip 3-D system in Los Angeles starting Wednesday are being set up at the request of three major companies, executives of which saw the process in New York last month. Roy Clapp, inventor of the system, will explain the technique at the demonstrations to producers and West Coast exhibitors. The showings are expected to last about 10 days.

The first 3-D picture to be transferred to the single film strip in full may be United Artists' "I, the Jury." Allied Artists also is reported to be considering a single strip re-print of "The Maze," utilizing the Nord system.

3 Firms File for N. Y. Incorporation

ALBANY, N. Y., July 13.—Three organizations have filed papers here to operate in the film industry.

Hemisphere Productions, Inc., has registered a certificate to conduct a motion picture production business in the state, while the New Hebrew Theatrical Enterprises seeks permission to operate an entertainment business. Three-D Corp. has registered a certificate to conduct an eye-glass business.

Sixty-Day Extension For Defendants in 16mm. Case

HOLLYWOOD, July 13.—Those among the 12 defendants in the 16mm. case who will not have completed their answers to Government interrogatories by the due date, July 15, will be given as long as 60 days in which to do so, it was stipulated today by Government counsel.

The Government has brought suit against major producers for not making their 16mm. product available to independents and libraries, claiming that to do so would result in distribution of the films for television.

Plans Progress for 3-D Top Banana

HOLLYWOOD, July 13.—Gene Towne and Joseph Justman today were endeavoring to obtain clearances in preparation for the filming of "Top Banana" in 3-D with the original stage company, which has been standing by since the stage musical closed its tour here.

Early plans for shooting the show intact on a theatre stage have been undergoing modification as labor contracts come up for negotiation, but the co-producers feel that they can film the show in a studio in a week, due to the familiarity of the players with the material and with each other.

Reade Patrons Can 'Charge' Tickets

ASBURY PARK, N. J., July 13.—Walter Reade Theatres has enrolled its Savoy here in the "easy charge" system of the Allenhurst National Bank and Trust Co. Persons with "charge" cards can purchase either season tickets or tickets for individual performances at the Savoy and be billed at a later date for the purchase by the bank. The bank reimburses the theatre for the tickets on the same day that the patron gets them at the theatre, and takes care of collection from the buyer on its own later responsibility.

Many Walter Reade theatres in Monmouth County have been enrolled in the plan.

Harry Blatt Dead

PORTLAND, Ore., July 13.—Harry Blatt, 40, for the past 20 years a salesman with Universal in Seattle, died here today of a heart attack. He was a native of the State of Washington.

Four Features from A.A. During August

Allied Artists will put four films, including the color in Technicolor production of "Affair in Monte Carlo," into national release during August, M. R. Goldstein, sales vice-president, reports. Starring Merle Oberon, "Affair in Monte Carlo" goes out on Aug. 14.

Other August releases are "Topeka," Wild Bill Elliott starrer in sepia-tone, Aug. 9; "Clipped Wings," Bowery Boys comedy starring Leo Gorcey, Aug. 23, and "Mexican Quest," starring George Brent, Aug. 30.

Mason Bill

(*Continued from page* 1)

Means Committee told the House that "the situation demands immediate action so that the motion picture operators can continue in business." The committee, filing its official report on the Mason Bill, said that since theatres are in every town and village, "the closing of motion picture theatres will have a disturbing effect upon the entire country."

The Mason Bill, the committee said, "is necessitated by the serious economic condition confronting the motion picture industry." It pointed out that more than 5,000 theatres have closed since 1946 and that theatre receipts have been declining steadily.

Agreement Apparent

The committee seemed to go along with the COMPO argument that the Treasury would actually be better off with the Mason Bill than without it. It is estimated, it said, that the net loss in revenue resulting from the repeal of the tax on admissions to motion pictures will amount to approximately $100,000,000. This estimate takes into account an increase in the revenue from income taxes due to such repeal.

"Your committee is of the opinion that if the tax is continued, the receipts from admissions to motion pictures will continue to decline and more theatres will have to close, thus further reducing the income from these activities subject to the income tax. Hearings on April 20 on the Mason Bill showed the tragic plight of the industry at the present time," the committee report said. It continued:

> **"While since 1946, almost every other industry has shown a decided increase in profits, the total net income of all U. S. theatres showing motion pictures declined 29.7 per cent. In 1946 the American people spent more than $1,500,000,000 on the movies. Today they are spending only around $1,000,000,000 and the attendance is still on the decline.**

"The industry has been extremely hard hit through the introduction of television and other competing activities. It should be remembered that motion picture theatres by their very nature are not adaptable to other activities and when the motion picture theatre closes, the building and equipment ordinarily have to be disposed of at a heavy loss."

The Rules Committee acted today after a brief hearing, with Rep. Mason the only witness. He urged quick action to clear the bill for a House vote.

Paramount to Screen

(*Continued from page* 1)

the latter film starring Gregory Peck.

In each exchange city a regular theatre will be selected for the show. Invitations will be sent to members of the press, radio, television and the trade press, in addition to exhibitors, buyers and bookers who will be permitted to bring members of their families.

Holiday Seal Trailer

Rosemary Clooney has completed a trailer which theatres will show Christmas week in behalf of the 1953 Christmas Seal Appeal for the National Tuberculosis Association drive.

New 'Trust' Issues

(*Continued from page* 1)

said, "that a well-conceived and well-administered arbitration system would, be a desirable means of solving many types of exhibitor-distributor disputes." The memorandum went on to say that arbitration should not, however, limit the authority of the Government or the court's jurisdiction to enforce the judgments entered in the Paramount case. It also declared that the anti-trust division should not comment in any detail on arbitration before a proposed arbitration system was submitted to it for consideration.

Divorcements "Quite Real"

Referring to committee witnesses' description of the theatre divorcements as "technical divorcements," the memorandum stated, "with this we cannot agree. We believe that the divorcements have been quite real."

The memorandum described the injunctions and safeguards involved in all the judgments and said, "While the effects of the divorcements do not become apparent overnight, it is already true that many pictures are sold to theatres other than the theatres formerly affiliated with the production and distribution company distributing the picture."

Anti-trust's statement said that in the past few years there had been at least 15 Federal Bureau of Investigation probes of exhibitor complaints, in addition to numerous conferences held with exhibitors and distributors after exhibitor complaints were received. The "overwhelming majority" of the complaints, the memorandum said, involved situations which, "while in many instances indicated the possibility that some adjustment of the complaint might be secured for the exhibitor concerned, could not be categorized as necessarily indicating an intentional disregard of the provisions of the judgments."

The division statement said it felt that the large number of theatre closings could not be "fairly attributed to the judgments entered in the Paramount case." It mentioned as contributing to theatre closings such factors as obsolescence of theatres, competition from drive-ins and newly constructed theatres, the post-war development of new residential areas and the development of television.

The statement touched briefly on proposals to standardize 3-D processes and said, "Any agreement among the distributors which would have the effect of excluding any process from the market" would raise a serious anti-trust problem.

Extras' Strike

(*Continued from page* 1)

five trade unions of the industry will meet this week to discuss the walkout. Members of the Film Artistes' Association have been to the Ministry of Labor for talks with Regional Industrial Relations officers and, in a post-meeting statement, said that the association was "further considering its position in consultation with the other unions."

200 Quit Last Month

As previously reported, more than 200 extras stopped work last month on "Knights of the Round Table" when their pay demand for an increase of one guinea a day to three guineas was refused. M-G-M is not a member of the BFPA but the latter barred the strikers from seeking work in other studios.

The Film Artistes' Association ordered its 1,400 members to join the strike as a protest against what it called the "victimisation" of its members by the BFPA. Pickets are at all studios. Work was slowed down at the other Elstree studios and at Pinewood, Ealing and Hammersmith.

Hardest hit of the studios is Pinewood where three films are held up. In a bid to settle the dispute M-G-M has submitted its case to the Labor Ministry.

Color Corp.'s 'Labs' Continue Expansion

HOLLYWOOD, July 13.—More than $250,000 has been spent for improving and expanding the facilities of the Burbank laboratory of Color Corp. of America, it has been disclosed by O. W. Murray, vice-president and general manager. The expansion program, said Murray, will be continued throughout the year. Included are a new 16mm. division and other equipment to carry out an anticipated TV color-film program.

Withdrawing Suits

(*Continued from page* 1)

a 10 per cent payroll increase, with eight per cent across the board going to the operators and two per cent to the union's welfare fund, all retroactive to Sept. 5, 1952.

The $3,225,000 suits were filed about a year ago. The exhibitors filed a motion to dismiss on May 21 and a hearing on the dismissal motion was set for June 10. This hearing was postponed until yesterday when another postponement was granted, this time until Aug. 13. The postponements are considered to be formalities in face of the withdrawal of the actions.

Myers Meets

(*Continued from page* 1)

mit Myers to give the Justice officials information collected by Allied in an attempt to prove distributor price-fixing. Myers refused to comment on what was discussed at the meeting except to say that it covered "matters of interest to the independent theatre owners." He would not comment, either, on what Barnes' reaction had been to the Allied presentation.

Two More Sign to Install Vistarama

HOLLYWOOD, July 13.—Vistarama is now being installed in this area by two additional companies which have signed contracts with Carl Dudley, president of Vistarama. They are Glen Glenn Sound Co. and United Title and Art Service of Hollywood. Both organizations have started installation of the equipment and stereophonic sound with 1-to-2.66 screens.

Dudley also stated that Vistarama lenses now are being delivered from the Simpson Optical Manufacturing Corp.

Anglo Talks

(*Continued from page* 1)

sion of the basic agreement, will expire on Sept. 30.

Johnston, in his report to company presidents, touched on the thorny situation in France, where American negotiators have asked for a four months extension of the present pact, which expired June 30. Johnston said that he received assurances from French negotiators that they would recommend government approval of American extension proposal.

It was reported that efforts to reach a new agreement was stalemated by French insistence that the pact carry a provision similar to the Italian agreement calling for the use of American funds to promote Italian films in the United States. This was rejected by American negotiators.

Johnston, it was reported, plans to resume negotiations with the French in the not too distant future, returning to Europe for that purpose. It is understood that if the American proposal for an extension of the pact is rejected by the French government, Johnston would return early in September to resume talks. However, if the proposal is accepted, Johnston's trip is expected to be postponed.

Elect Thomas

(*Continued from page* 1)

the Department of Justice, must come by the end of this month, according to the terms of the deal.

Other executive and board changes were: Theodore R. Kupferman, general attorney, was elected executive vice-president, filling the post vacated by Frank Smith, resigned; Alger B. Chapman, of the law firm of Chapman, Bryson, Walsh & O'Connell, general counsel, was elected a director; Thomas Perkins resigned as a vice-president, but retained his post as a director, while Thomas, on becoming president, resigned as vice-chairman of the board; Roberts, one of the organizers of the company, remained as a director.

There was no change in the status of Louis B. Mayer, who remains as chairman of the board. Yesterday's board meeting also mapped out a program to cut costs and streamline the organization, which will be put into effect as soon as approval is gained from the Department of Justice. There will be a substantial personnel reduction at the home office, where about 24 are employed at all levels, it was stated.

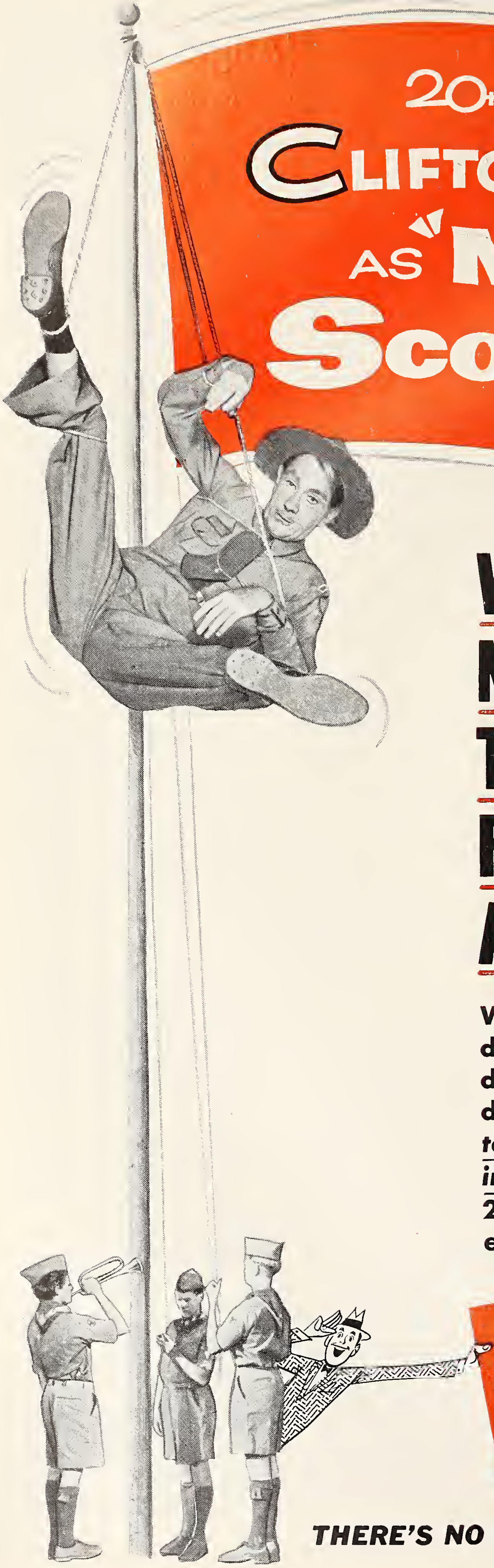
Since announcement of the provisional consummation of the Stanley Warner deal last week, no word has been heard from the Justice Department.

Odeon Interests

(*Continued from page* 1)

board of UA, in a formal statement, said:

"We at United Artists have with regret disposed of our interests in Odeon Cinema Holdings, Ltd., and want to express our full appreciation for the success achieved by J. Arthur Rank and John David in the operation of the Rank Group. However, the opportunity to add substantially to the capital resources of UA, enhancing its chances to aid independent producers throughout the world for the production of bigger and better films was one which the management of the company was happy to accept."



20th SALUTES CLIFTON WEBB AS "Mister Scoutmaster"

WITH A $250,000 NATIONAL TV CAMPAIGN TO PRE-SELL TICKETS FOR YOUR PLAYDATE AT NO COST TO YOU!

We're all set to back your engagement with fifteen different, specially-produced TV trailers. Get your date in now for your share of this quarter-million dollar promotion...*with local TV saturation pinpointed to sell your playdate and your theatre everywhere in your territory at no cost to you!* It's all part of 20th Century-Fox's special service on this great entertainment!

DATE IT NOW FOR AUGUST AND TAKE ADVANTAGE OF THIS POWERFUL FREE ADVERTISING!

SPECIAL! Watch for news of nationwide **BOY SCOUTS OF AMERICA** tie-up for great exploitation in your community!

THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 10 NEW YORK, U. S. A., WEDNESDAY, JULY 15, 1953 TEN CENTS

N T S Gets A Stereophonic 'Package'

Unit Designed Mainly For Smaller Theatres

National Theatre Supply Co. shortly will announce a new "economy stereophonic package" designed primarily for theatres with seating capacities up to 1,500 seats and possibly up to 1,800 seats. The package, however, is being put together mainly for smaller theatres, mostly under 1,000 seats. Two models may be ready for demonstrations within the next 10 days.

The "package" is reported to be solely for stereophonic sound and will not include 3-D equipment, such as interlocks, screens, etc. The first hint that another equipment company was preparing to market a unit was given in Atlantic

(*Continued on poge* 6)

Newsreel Censorship Bill Is Signed By Ohio Governor

COLUMBUS, O., July 14.—Gov. Frank Lausche has signed the Mosher Bill which exempts newsreels from censorship in Ohio. The measure will become effective in 90 days. Newsreel censorship had been in existence in Ohio since 1913 and it is estimated that it cost the industry $50,000 a year.

Sponsored by Sen. Charles Mosher, the bill had the active support of the

(*Continued on page* 6)

Maryland Next on MPA Censor List

WASHINGTON, July 14.—A Motion Picture Association of America official indicated the association would make its next attempt against state film censorship in the Maryland Legislature next year.

MPAA won a major victory in Ohio when Governor Lausche signed the Mosher Bill. An MPAA spokesman said the association would try to repeal all Maryland film censorship, but might have to settle for repeal of newsreel censorship.

Other Industries Seeking Tax Bill Amendments

WASHINGTON, July 14.—Spokesmen for half-a-dozen other industries seeking excise tax relief are urging sympathetic Senators to take care of their problems by amending the Mason theatre tax relief bill when it goes to the Senate from the house.

The liquor, fur, jewelry, railroad, telephone and other industries have all switched their efforts to the Senate, since the House Rules Committee cleared the Mason Bill under a procedure barring any amendments in the House.

Spokesmen for the Council of Motion Picture Organizations, well aware of the danger, are also at work in the Senate to head off these amendments. They are telling Senators that amendments giving relief to other industries will greatly endanger the chances of approval of the Mason Bill, and that friends of theatre owners must try to fight off these amendments.

Senator George of Georgia,

(*Continued on page* 3)

'Lab' Workers Ask Strike Permit; Reject Offer

Following a breakdown of negotiations between film laboratories here and Local No. 702, which represents the laboratory workers, the union has asked for strike permission from the IATSE. The issue now rests with Richard Walsh, international president of the IA.

In a membership vote, the union rejected an offer by the laboratories for a straight 10 per cent increase in salaries. The union's demands have not been disclosed, but it is understood that it is seeking additional holidays and a welfare fund.

If strike permission is granted by Walsh, the walkout may affect other

(*Continued on poge* 6)

Pickman to Studios For Product Talks

Jerry Pickman, Paramount vice-president in charge of advertising-publicity, will arrive today at the studios in Hollywood to join with Barney Balaban, president, and Russell Holman, Eastern production manager, in top-level discussions with Y. Frank Freeman, studio vice-president; Don Hartman, in charge of production, and Teet Carle, studio publicity manager.

Pickman also will view footage of "Those Redheads from Seattle," "Red

(*Continued on page* 6)

$2,240,000 Involved In UA-Odeon Deal

LONDON, July 14.—Acquisition of United Artists' interest in Odeon Cinema Holdings by the Schlesinger Organization is reported here to involve approximately £800,000, or $2,240,000.

The deal implies, according to the trade here, a closer integration of the Rank and Schlesinger interests. The Rank organization acquired a substantial interest in Schlesinger's African theatres several years ago.

Economy Campaign Is Proposed for U.K. Industry

LONDON, July 14.—The Cinematograph Exhibitors Association wants the film industry to join in an economy program for the next 12 months in order to convince the public that the industry is in perilous straits.

The association itself will set the example. It will cut down on banquets whether organized by the head office or area branches. It suggests that producers and distributors drop their own elaborate functions so that the public may no longer talk of "fabulous extravagance."

Walter Fuller, CEA's general secretary, said that the organization's decision means that there will be no annual dinner of the association this year.

MGM Sets Product Parley at Studio

Plans for the release of a group of M-G-M pictures to be coordinated with national advertising, promotion and exploitation campaigns will be discussed by East-West executives at a series of studio meetings during the week of July 27.

Attending from the New York office to confer with studio head Dore Schary and the executive staff are Nicholas M. Schenck, Charles C.

(*Continued on page* 6)

Seeks Regular Line Use for Theatre TV

BOT Wants ATT to Rent Lines for Three Months

Box Office Television, Inc., has submitted a request for long line facilities on a regular basis to the American Telephone and Telegraph Co., marking the first time that theatre TV has bid for ATT facilities other than on an occasional use basis.

BOT's request was disclosed here yesterday by William P. Rosensohn, secretary and sales manager of BOT. He said the bid was made in line with BOT's plans to offer a series of theatre TV events this fall. Procuring A. T. & T. facilities on a regular basis, he pointed out, will open areas for the medium that heretofore had been closed because of the lack of lines. In addition, it would

(*Continued on page* 3)

$3,000 Weekly Paid For Services of Fabian, Rosen

WASHINGTON, July 14.—A three-year deal between Stanley Warner and Fabian Enterprises, Inc., calls for the payment by S-W of $3,000 per week for the joint services of Si Fabian, president of S-W, and Samuel Rosen, S-W vice-president.

The payment of $3,000 per week to Fabian Enterprises for the two execu-

(*Continued on page* 6)

BSA Jamboree Film To Be Widely Shown

HOLLYWOOD, July 14.—An hour-long feature picture, in 16mm. and color, titled "Boy Scouts of America Jamboree 1953" goes into production tomorrow at the jamboree site with George Murphy and James Stewart in charge.

All Hollywood guilds and unions will cooperate fully in the project, which will be made available to scout troops, church and educational groups, also placed at the disposal of the State Department for exhibition abroad.

Personal Mention

J. CHEEVER COWDIN left New York last night for Washington.

•

Herbert Ochs, Canadian drive-in circuit operator, became a grandfather for the 13th time when his daughter, Mary Colleen, gave birth to a girl at Forbes Airforce Base, Topeka, Kansas. She is the wife of Lt. Harry Welch.

•

James M. Connolly, Boston branch manager for 20th Century-Fox, has been named a director of the March of Dimes in Suffolk County for the National Foundation for Infantile Paralysis.

•

Anne Harris, daughter of Ted Harris, managing director of the State Theatre in Hartford, has been married in Louisville, Ky., to Marvin M. Koppel, of that city.

•

M. J. Daly, for many years head of the Daly Theatre Corp., Hartford, has been reappointed assistant probation officer of the Hartford City and Police Court.

•

Tony Palmerio, scriptwriter, on Friday will leave here by plane for Rome.

Mexico Makes Its 1st 3-D Feature

MEXICO CITY, July 14.—Mexican producers have made their third-dimension debut with the completion of a feature and a documentary. The feature is "Courage to Live," starring Arturo de Cordoba and Rosita Quintana, wife of Serge Koger, local Columbia Pictures' manager. It is the first of 10 3-D pictures that the brothers Santiago and Manuel Reachi and Jacques Gelman plan to produce and will be world-distributed. "Courage" was the last picture finished before the strike of technical and manual workers at studios here.

The documentary is "The Reporter," a news feature. It was first made on 16mm. with a 3-D fitted Bolex camera and then enlarged to 35mm. "Reporter" was directed by Mrs. Rosa Elena Cabiedes.

13 'Frisco Drive-ins Get 3-D by July 31

SAN FRANCISCO, July 14.—Thirteen drive-ins in the San Francisco territory will be 3-D equipped by the end of the month, with the inclusion of all Robert Lippert and Blumenfeld theatres. Blumenfeld theatres at Stockton and El Cerrito already have the new technique.

Foy Film to Columbia

Columbia will release "The Mad Magician," Bryan Foy's first independent production since leaving Warners. It will be made in 3-D, with color in Technicolor. Shooting will start during the first week in August.

Review

"Terror on A Train"

(Metro-Goldwyn-Mayer)

A NEAT but standard suspense drama filmed by M-G-M in England with a predominantly British cast is offered in "Terror on A Train." The only marquee name of headline value is Glenn Ford's.

The story and screenplay by Kem Bennett deal with the efforts of British police to locate and render harmless a time bomb known to have been planted in a freight train loaded with naval mines which is headed for the Portsmouth Navy Yard. The existence of the bomb is discovered in time to head the train off to a siding in a comparatively unpopulated district. The rest of the film is a race against time to locate the position of the bomb, a natural situation for the building of calculated suspense.

Ford is seen as a Canadian demolition expert whose unlucky job it is to find the bomb, not knowing exactly when it is set to go off and realizing that at any moment he may be blown sky high. His efforts—working from midnight to dawn—are not helped by the fact that just before he was called in on the case, his wife, Anne Vernon, a tempestuous French girl, has walked out on him because his civilian job in a tool factory is too dull.

Under the direction of Ted Tetzlaff the tension is sustained throughout, with occasional time out for wry character studies and snatches of humor. British countryside locales add greatly to the authenticity and quality of the production, which was produced by Richard Goldstone. Effectively supporting the stars are Maurice Denham, Harold Warrender, John Horsely and Campbell Singer, as members of the police force; Victor Maddern as the saboteur, and Herbert C. Walton, an old man with a passion for trains and wild flowers. Others in the cast include Harcourt Williams, Bill Fraser, Martin Wyldeck and Arthur Hambling. Richard Goldstone produced.

Running time, 72 minutes. General audience classification. Release date, Sept. 18.

Used 3-D Glasses Must Be Destroyed

MEXICO CITY, July 14.—Three-dimension exhibition here faces abandonment unless exhibitors attain at emergency meetings, which they are now holding, a solution to the problem they say has been provoked for them by the City Amusements Supervision Department order that they provide each patron with a strictly brand new pair of 3-D spectacles. The order was prompted by the decision of the Public Health Ministry that used spectacles are highly contagious in the matter of eye troubles and that the only safe way to see 3-D is to wear spectacles that have never before been used.

The Department warned 3-D exhibitors that unless they immediately destroy spectacles that are returned for a 12-cent deposit their theatres will be closed.

Exhibitors say the order perilously reduces their profits because although they only get a 12-cent deposit, the spectacles actually cost them 17 cents. And the Department has repeatedly refused to allow them to charge more than the general ceiling price of 46 cents when they exhibit 3-D pictures. Besides, exhibitors must employ two special attaches at $3 daily each to service spectacles.

3-D Drive-in Popular

TOLEDO, July 14.—The Jesse James Drive-in, unit of the Schwyn circuit, showing 3-D features, opened here with "House of Wax." The management reported that on opening night it turned away more cars than it was able to admit.

Two other drive-ins in this area have installed 3-D. They are the Skyway in Warren and the Lyn Auto Theatre in Strassburg.

Quebec Confabs on Altec Expansion

Daniel C. Collins, vice-president of Altec Service Corp., and L. D. Netter, Jr., general sales manager, have left New York for Quebec for a series of conferences with A. B. Hunt, executive of Northern Electric Co. and Fred Peters, vice-president, and Lloyd Pearson, general sales manager of Dominion Sound Equipments, a subsidiary of Northern.

They will discuss plans concerning an expanded manufacturing and distribution program in behalf of Altec's various electronic products designed for both theatrical and non-theatrical use.

The question of allocating requests from theatre circuits for stereophonic sound systems through the Canadian companies will also come under consideration.

'Here to Eternity' At Capitol Aug. 5

"From Here to Eternity," Columbia Pictures' version of James Jones' novel, will have its world premiere at the Capitol Theatre here on Wednesday, Aug. 5. Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed star. Fred Zinnemann directed and Buddy Adler produced. The picture will be projected on a wide-screen with stereophonic sound.

L. I. Drive-in Sold

The 900-car Fifth Avenue Bayshore Drive-in Theatre, at Bayshore, L. I., has been sold by Michael Redstone of Boston, to Prudential and Playhouses Operating Co., headed by Joseph M. Seider. Berk and Krumgold were brokers in the deal.

E. Grainger Sets 5th for This Year

HOLLYWOOD, July 14.—The Edmund Grainger unit at RKO Radio has already completed three top-budget films for the current year, is shooting a fourth, and will start a fifth early next month.

"The Silver Horde" will kick off in the Columbia River Valley the first week in August. Currently shooting is the color in Technicolor, "The French Line."

Two in 3-D Completed

Completed and to have premieres shortly are RKO's inaugural entries in the 3-D derby, "Second Chance" and "Devil's Canyon," both with color in Technicolor, which the Grainger unit shot simultaneously. "Second Chance" opens in New York, Los Angeles and other key spots on July 22. "Devil's Canyon" opens day-and-date in key cities two weeks later.

Several additional story properties are being prepared for 1953 production, according to Grainger.

Admissions Revised In Price Index

WASHINGTON, July 14.—The Bureau of Labor Statistics, taking official note of the drop in film attendance, has revised downward the weight given theatre admissions in its official consumers price index.

In the newly revised index, set up as of Dec., 1952, adult admissions will account for 1.04 per cent of total spending covered by the index and children's admissions for .28 per cent. The BLS said that in an interim index set up in Jan., 1950, adult admissions received a 2.14 per cent weight, and that an even greater weight was assigned the adult admissions before that date.

From 40 to 20 Per Cent

In the Jan., 1950 period, the adult admission figure was considered as representing about 40 per cent of all consumer spending for recreation, while in the Dec., 1952 index, adult admissions account for just under 20 per cent of all recreation spending.

BLS officials said that the figures were not strictly comparable, due to the fact that an increased number of items were included in the over-all index and in the recreation category, but that the figures certainly showed the major trend of films being displaced by rising expenditures for television sets and repair work and other items.

SWG Names Spigelgass

HOLLYWOOD, July 14.—The Screen Writers Guild today elected Leonard Spigelgass to succeed D. M. Marshman, Jr., as treasurer of the organization.

Berle Gets an Agent

Milton Berle has been added to the client roster of Norton & Condon, Inc., which will handle public relations in all media for the comedian.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BOT Seeks

(*Continued from page* 1)

bring ATT costs down, he said.

BOT's bid, it was disclosed, covers the period from the end of September to the end of December and covers approximately 26 cities, from Boston to Atlanta and as far West as St. Louis. The cities listed in BOT's proposed network, it was explained, are cities which are ordinarily difficult to reach on an occasional user basis and in no way limits the projected network. BOT's network can be "piped" to other cities which are easy to reach on an occasional basis, it was stated.

To insure cable facilities for the 26-city network, BOT would have to pay approximately $123,000 for the three-month period. As a regular user, BOT would have to utilize the facilities for a minimum of 35 hours per month during the quarterly period.

Rosensohn Confident

BOT's Rosensohn expressed confidence that additional theatre TV programs, encompassing the "off-hour" and entertainment field, will soon be announced. BOT has already announced a series of Notre Dame football games and basketball events highlighting the Harlem Globetrotters, for this fall. He estimated that the football events should not take up more than 12 of the 35-hour per month minimum.

Action on BOT's bid, it was pointed out, will be taken at an allocation meeting conference called quarterly by A. T. & T., attended by representatives of television networks. The upcoming one, to be held late in August or early September, will consider BOT's request for facilities on a regular basis, along with the bid of the networks, it was pointed out.

Rising Interest in 'Off-Hour' TV Seen

Fifty-three different companies in 12 major industries have expressed interest in the possibilities of using Tele-Sessions for business meetings as a result of Theatre Network Television's efforts during the past year, Victor M. Ratner, director of TNT's Tele-Sessions, disclosed here yesterday.

These efforts, Ratner said, have brought the medium to a point where considerable activity can be expected soon. Ratner said he has had full discussion of the medium with both hard and soft goods manufacturers, trade associations, food companies, companies in insurance, oil, beverages, office equipment, and finance, merchandising organizations, transportation organizations, and others, and in each segment of industry found active acceptance of the practicality of the medium.

New Sound System For Film Dubbing

A new sound recording system for the dubbing of foreign films, in which the actors engaged in the dubbing will move exactly as the players in the film, has been developed by Peter Riethof, president of American Dubbing Co.

The principles of stereophonic sound will be used, said Riethof. Three to four microphones are utilized, with a special type of recorder.

Asides & Interludes

—by James Cunningham

WHAT would exhibitors in the Iron Curtain countries give to sound off like in this invitation to members to attend a meeting of Allied Caravan of Iowa, Nebraska and Mid-Central States?

"If you are tired of trying to fill three rows mid-week, of trying to buy the specials flat, of signing checks to the D. of I. Revenue, of fighting the cooling system, of crying babies, noisy juveniles, poor prints, poor product, poor projectionists, ushers, janitors and soggy popcorn—Brother, it's time for you to get away from it all. Our own Allied Politburo was thinking of you when the Lakes Meeting was set up for Thursday, July 23, at Arnold's Park at the Methodist Church basement starting at 10:00. You need a rest, boy! Come, join hands with brother exhibitors, bring your facts and figures and your own towel. After we use it to cry on we can use it after a swim in the azure blue waters of beautiful Okoboji."

Comes the Revolution!

☆ ☆ ☆

A British juke-box firm has announced a dandy little "stereophonic" model which will deliver three minutes of dead silence. So help us.

Putting a coin in the slot and pushing the proper button will turn up a record which just spins, emitting neither music nor conversation.

We have already asked about the potential application of the gadget to motion pictures, and will apprise you of our findings, pronto.

☆ ☆ ☆

Our News Desk passes along a bulletin from Noel Meadow, genial press agent, who is all beside himself about a new motion picture, called "Champagne Safari."

Noel says it is "a colorfilm record of the fabulous second honeymoon of an American movie star who married an Eastern prince. . . . An hour-long film, in color, of the African tour of actress Rita Hayworth and Prince Aly Kahn," an "adventurous trip which started in Cairo and was marked by stops in Uganda, Tanganyika, the Congo, and a plunge into the jungles of Kenya. The emphasis, also, is on jungle life."

☆ ☆ ☆

Some exhibitors are complaining about poor business. Sissies.

A more imaginative fellow out in Sidney, Nebraska, running the Plains Drive-in Theatre, made a barrel of corn showing five features—in a row, at one admission price, with free coffee after midnight, with or without sugar. Most of the patrons took it black.

☆ ☆ ☆

Joe Tannenbaum, SOS equipment man, has sent along an old catalogue, published 45 years ago, entitled: "Catalogue of Motion Picture Apparatus and Theatre Equipment and Supplies," marketed by Erker Brothers Optical Company of 608 Olive Street, St. Louis.

An interesting chapter of this catalogue displaying gimmicks and gadgets to operate a "movie" theatre in those days is the special "Colored Announcement Slides section.

Slides were available, for only 25 cents, to announce:

Loud Talking, Whistling or Boisterous
Conduct Not Allowed

We Will Not Permit Disorderly Conduct
of Any Kind in This Theatre

Just a Minute to Adjust Machines

Next Show in Five Minutes

Intermission Three Minutes

That was 45 years ago.

Now, trailers, replacing slides, read as follows:

Special Notice

There Will Be a Brief Pause While We Go from
2-D to 3-D Presentation. Please Put
On Your Viewers and Adjust Them
for Comfortable Vision
(Price of Trailer, $3.50)

Ladies and Gentlemen
Kindly Remove Glasses for Short
Subjects that Will Follow
(Price of Trailer, $1.50)

For Technical Reasons Due to Operating Both Projectors
Simultaneously in Presenting This 3-Dimension
Production It Is Necessary at This Time to
Have a Short Intermission. When
You Remove Your Viewers,
Please Handle with
Care

Warning!!!! Do Not Touch the Lenses

(Price of Trailer, $4.25)

Tax Bill

(*Continued from page* 1)

ranking Democrat on the Senate Finance Committee, said he felt the ticket tax should be reduced or eliminated but that he had no firm convictions as to whether now is the time to try to do this. "If that bill comes over from the House," he said, "There are bound to be other amendments and it might run the total of the bill up pretty high."

House Republican leaders said they still hope to get the Mason Bill up on the floor on Friday, but that it might have to go over until next week.

Albert Sindlinger, industry research spokesman, had another conference set up for tomorrow with Treasury Department economic chief Dan Throop Smith, in hopes of further softening Administration opposition.

Report Veto Recommended

One highly-placed GOP member of the House said he had been told by a high Treasury Department official that the Treasury would recommend a Presidential veto of the Mason Bill if it passed both house and Senate.

Col. H. A. Cole, co-chairman of COMPO's tax committee, predicted, however, that the bill would be signed by the President if it passed without any amendments giving relief to other industries and running up the cost. "I am sure it will pass the House by an overwhelming margin," he said, "and that we will have a comfortable majority if it gets to a Senate vote untrammeled by other measures. Under those circumstances, I cannot believe the bill would be vetoed."

Meanwhile, the Senate Finance Committee approved and sent to the Senate floor the Administration's bill to continue the excess profits tax until Dec. 31. It is possible that an attempt will be made to tack the Mason Bill onto the EPT bill on the Senate floor, but such a move is not given much chance of success in view of expected opposition from both Republican and Democratic leaders to handling the matter in this manner.

Johnston Going on Western Trip

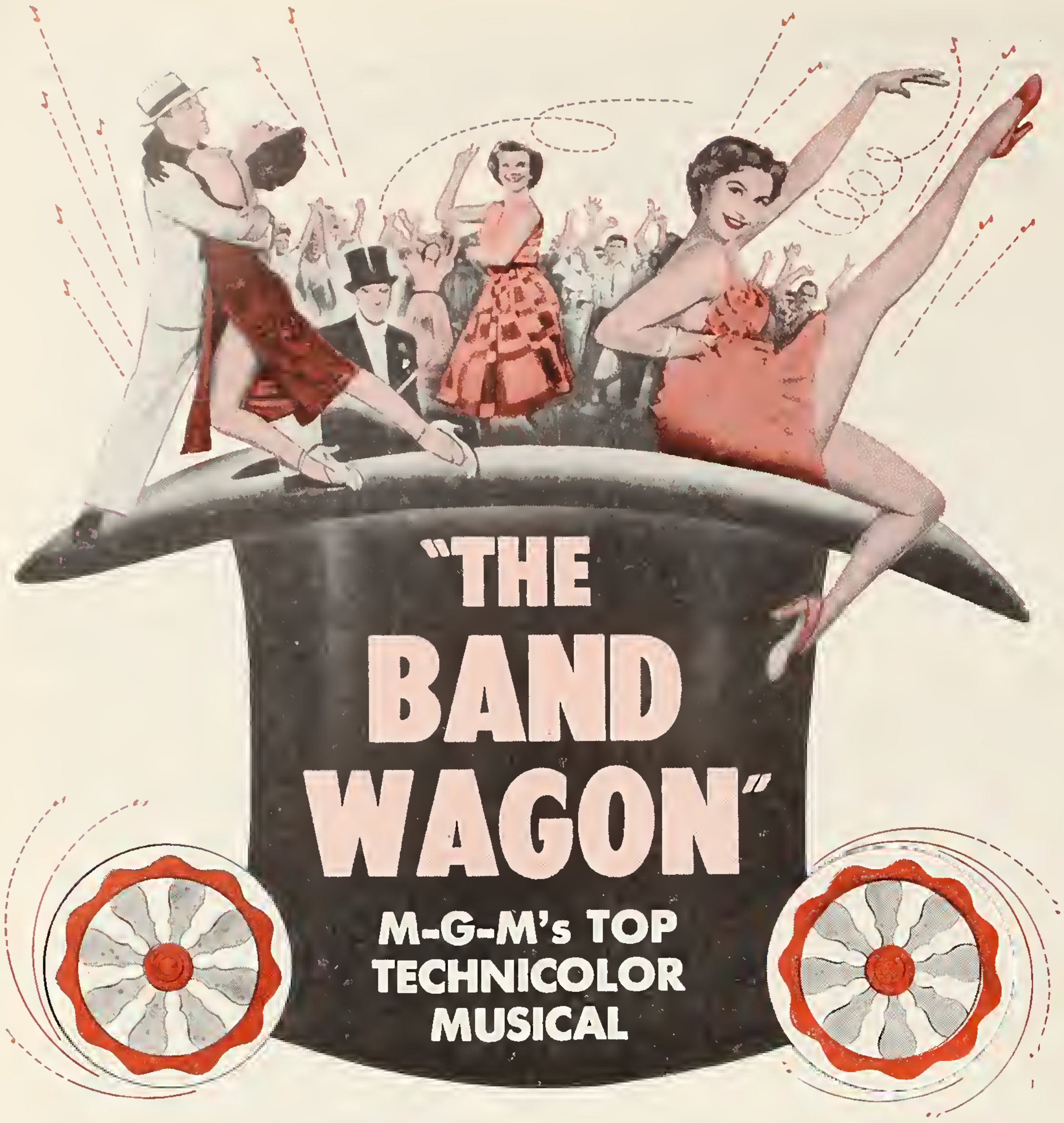
WASHINGTON, July 14.—Motion Picture Association of America president Eric A. Johnston, just back from a lengthy overseas trip, will leave here tomorrow for two weeks in the Far West.

Aides said he would go first to Denver, where, as a member of United Airlines board, he will witness the opening of a new United installation there, and then to his home in Spokane. Present plans are that he'll stay there until around Aug. 1.

Upstate Prices Raised

ALBANY, N. Y., July 14.—Three Fabian first-run houses in Schenectady, the Proctor's, State and Plaza, have increased week-night prices from 70 to 74 cents, and the Saturday night-Sunday prices from 80 to 85 cents.

Fabian's Palace and Stanley Warner's Strand in Albany, and Stanley Warner's Troy and Fabian's Proctor in Troy, have effected similar increases.



'Round and 'Round the block they wait!

BIGGEST

They don't mind standing in the hot sun!

CRITICS GET ABOARD!

"It bids for recognition as one of the best musical films ever made. Take it from us, it's a honey." —**BOSLEY CROWTHER**, *Times*

"A big load of musical comedy pleasure has rolled into the Music Hall." —**OTIS L. GUERNSEY, Jr.**, *Herald Tribune*

"Highest Rating. A wonderful musical. So many extraordinary qualities one hardly knows where to begin." —**WANDA HALE**, *Daily News*

"It is the best musical of the month, the year, the decade, or for all I know, of all-time." —**ARCHER WINSTEN**, *N.Y. Post*

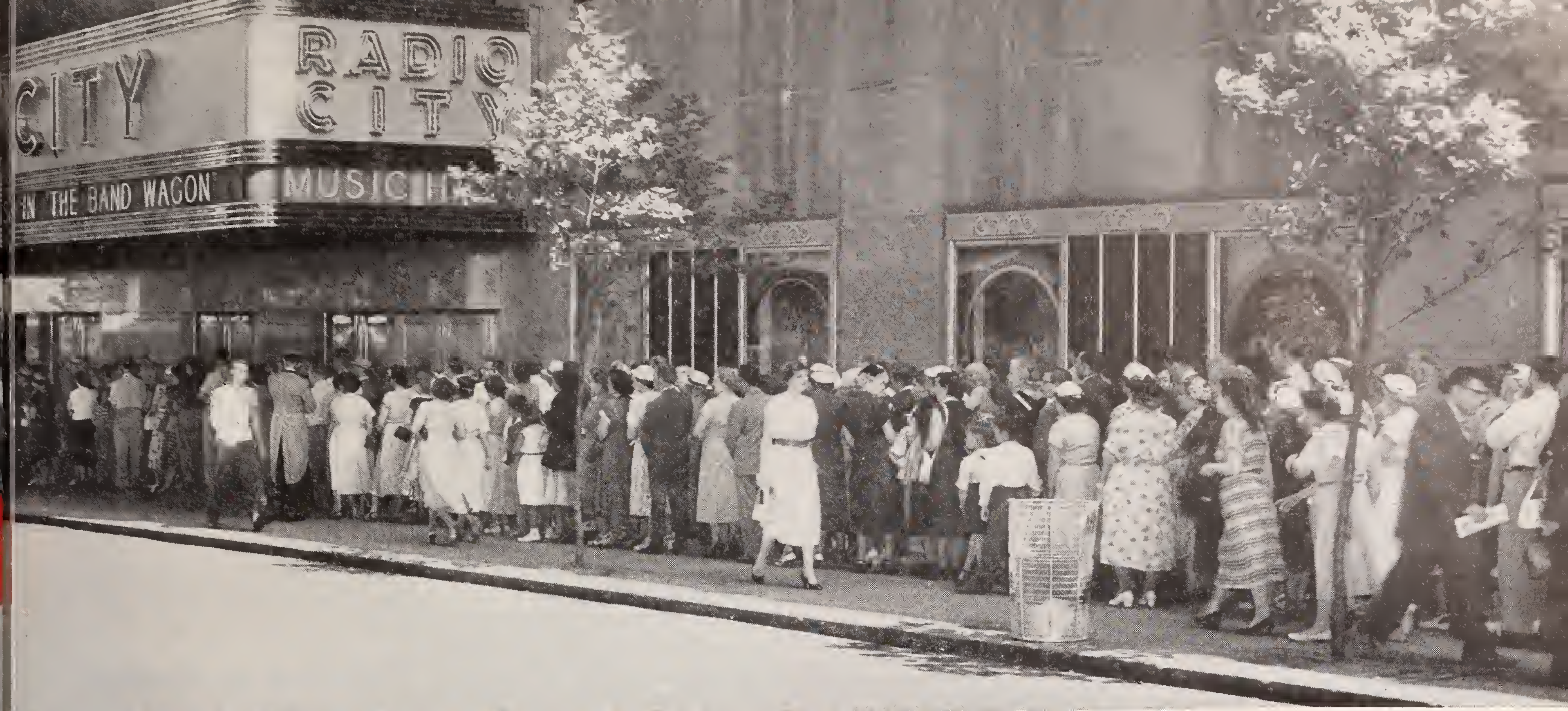
"A pure delight. Here's a 'Band Wagon' you'd be a fool not to hop on." —**WILLIAM HAWKINS**, *World-Telegram*

"A sure winner." —**FRANK QUINN**, *Daily Mirror*

"Superior entertainment. Hop on the 'Band Wagon'. You will have a happy ride." —**NICK LAPOLE**, *Journal-American*

"You'll find a long line around the block, but you'll be glad you waited." —**BILL LEONARD**, *CBS*

"A wonderful musical. Don't miss it." —**TEX and JINX**, *NBC*



OF ALL M-G-MUSICALS!

Yes, it's the BIGGEST M-G-M First 4 Days of a Musical in the history of Radio City Music Hall, topping famed "Show Boat," "An American In Paris" and "Great Caruso."

Throughout America the news is spreading. Never such advance interest, such syndicated column praise, such word-of-mouth build-up, such plugs in press and on the air for any musical. IT'S PAYING OFF AT THE MUSIC HALL, NEW YORK. Get ready for your play-date. Tie in with the biggest exploitation launching in years!

M-G-M presents Color by Technicolor "THE BAND WAGON" starring Fred Astaire · Cyd Charisse · Oscar Levant · Nanette Fabray · Jack Buchanan with James Mitchell · Story and Screen Play by Betty Comden and Adolph Green · Songs by Howard Dietz and Arthur Schwartz · Directed by Vincente Minnelli · Produced by Arthur Freed

IT'S ROLLING YOUR WAY!

MGM Parley

(Continued from page 1)

Moskowitz, Charles M. Reagan, Howand Dietz and Oscar Doob.

With final installation on M-G-M stage 16 of stereophonic sound, projection equipment and a screen adaptable to the showing of CinemaScope, wide and standard, and 3-D films in all dimensions, the conferences will be featured by showings of pictures being prepared for release and those in current production. Films to be screened include "Mogambo," "Take the High Ground," "Torch Song," "Fort Bravo," "Kiss Me Kate," "Saadia," "Easy to Love" and "All the Brothers Were Valiant."

In addition to completed films, the executives will see sequences in CinemaScope from "Knights of the Round Table" and "Rose Marie" and assembled films from "The Long, Long Trailer," "Rhapsody" and "The Flame and the Flesh."

Strike Permit

(Continued from page 1)

segments of the Eastern industry. Members of other unions may not cross picket lines if picketing is ordered.

A one-day strike by the laboratory workers three weeks ago was halted by Walsh pending further negotiations. A report that the employees could strike without IATSE permission if only wages were involved in an issue was denied by Walsh.

Devaney Columbia Indianapolis Head

INDIANAPOLIS, July 14.—Murray Devaney, formerly with Columbia in Detroit, has been named manager of that company's branch here. He succeeds Abe Gelman.

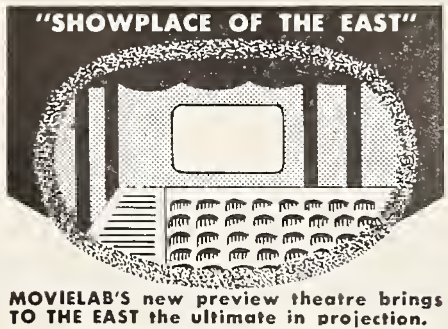
Devaney's new post marks the third change of managers in major exchanges here during the past month.

STOCK FOOTAGE

From Firecrackers for the Fourth to Eggs for Easter to Turkeys for Thanksgiving . . . it's easy to order any Holiday scene from 15,000 completely cross-indexed subjects. Send for Catalogue B.

NBC FILM LIBRARY

105 E. 106 St., New York



"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.

- Three dimensional projection
- ★ Three channel interlock projection
- 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

Theatre Price War Looms In U. K. Following Cuts

LONDON, July 14.—Independent exhibitors here are apprehensive over the possibility of a seat-price war as a result of ABPC's price reduction for seats in some of the circuit's theatres from Monday to Friday. Four-shilling balcony seats have been cut to three shillings, one penny in approximately 200 houses.

The ABPC move has been the object of protest by the Cinematograph Exhibitors Association, which fears that the public would expect similar reductions in all theatres, large or small. The small theatres, according to the CEA, cannot stand the strain. CEA branches have been advised to hold meetings to consider their price policies as soon as possible.

D. J. Goodlatte, head of ABPC's theatre operations, explained that the theatres involved were certain suburban houses where many of the front balcony seats are empty during the week. He said it was easy to fill them on weekends and that it was hoped the policy would encourage people to go to the theatres during the week as well. The idea, he said, was to tempt the public by offering a better seat at a considerably lower price.

Stereophonic

(Continued from page 1)

City last week by Wilbur Snaper, president of Allied Theatre Owners of New Jersey, who, at the organization's annual convention, said that the package would be similar to the one being manufactured by the Ballantyne Co. of Omaha.

However, a National Theatre Supply spokesman said here yesterday that because of the differences in the size and interior construction of theatres it had been found to be more feasible to "custom build" each installation involving wide-screen and projection changes.

The price of the stereophonic sound package has not been determined, it was said, but it was emphasized that it would be within the economic reach of smaller exhibitors.

Legion's New List Has 2 in Class B

Two pictures, "Murder Without Tears" and "Return to Paradise," have been placed in Class B by the National Legion of Decency, while nine features are added to the Class A category.

In Class A, Section 2, are "Band Wagon," "The Charge at Feather River," "Main Street to Broadway," "Something Money Can't Buy" and "Singing Taxi Driver."

Included in Class A, Section 1, are "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde." "Cruisin' Down the River," "Last of the Pony Riders" and "Safari Drums."

Texas Compo to Aid Korean Fund Drive

DALLAS, July 14.—The executive board of Texas COMPO has voted unanimously to support President Eisenhower's appeal for theatre audience collections to aid the American Korean Fund Drive.

R. I. Payne, vice-president and general manager of Theatre Enterprises, Inc., who has been named chairman of the project here, has dispatched a wire to the White House pledging full cooperation of the organization in the campaign.

Veteran Osborne, 90

Willie Osborne, 90 years old, veteran in distribution in this territory, died last week at Ridgefield, N. J., according to word reaching Film Row here yesterday.

Fabian, Rosen

(Continued from page 1)

tives, who hold dual positions in both corporations, was disclosed in a S-W report to the Securities and Exchange Commission. Fabian is also president of Fabian Enterprises, Inc., a closed family corporation, while Rosen is secretary-treasurer. Under the deal, the services that either executive can give to Fabian Enterprises is limited to one third of their regular time.

In addition to the $3,000 per week payment, the deal features a percentage participation clause, calling for no payment under this clause if net profits are below $2,500,000 for the year, but if net profits are between $2,500,000 and $5,000,000, five per cent of the earnings will accrue to Fabian Enterprises, while if the profits pass the $5,000,000 mark, Fabian Enterprises will receive seven and one-half per cent of such profits.

Mindlin to Manage Lopert Publicity

Michael Mindlin, Jr., who returned recently from Europe, where he handled the advance American publicity for Lopert Films on "The Man Between" and "Captain's Paradise," has been named publicity director of Lopert Films Distributing Corp. He was formerly associated with the Alfred Katz publicity office.

Forthcoming Lopert releases, in addition to the aforementioned pictures, include "Gilbert and Sullivan" and "Night Beauties."

Steiner Leaving WB For Music Business

HOLLYWOOD, July 14.—Music Director Max Steiner will leave the Warner studio next month following expiration of his present contract, to devote his future to the music publishing business and, occasionally, scoring selected pictures.

The three-time Academy Award winner, currently scoring "So Big" for the studio, has been with Warners since 1937; he has been in the industry since 1929.

'Charge' Strong in Chi.

CHICAGO, July 14.—"The Charge at Feather River," Warner 3-D release, opened strong at the Chicago and continued at a hot pace over the weekend. At its present pace the picture should top the take for the first week of "House of Wax" and "Bwana Devil," and other 3-D films which have played the house.

Censorship

(Continued from page 1)

Motion Picture Association of America and Ohio exhibitors through the activities of the Independent Theatre Owners of Ohio.

Meanwhile, in New York, Eric Johnston, president of the MPAA, in commenting on the repeal of newsreel censorship in Ohio, said:

"The repeal of newsreel censorship in Ohio is another victory for freedom of expression in our country. I want to commend Governor Lausche who signed the bill and members of the Ohio legislature who voted so overwhelmingly to support the repeal of newsreel censorship. I think all of us owe an extra measure of appreciation to Sen. Charles Mosher, author of the bill, for his consistent fight to bring to the motion picture the same freedom enjoyed by the press."

Pickman to Studios

(Continued from page 1)

Garters," "Here Come the Girls" and "Elephant Walk." Additionally, in meetings with Carle and members of the studio publicity and promotion departments, Pickman will set plans for merchandising of "Roman Holiday," "Little Boy Lost," "The Caddy" and "Forever Female."

The studio and visiting home office executives tonight will attend the West Coast premiere of Paramount's "Stalag 17" at the Warner Beverly Hills Theatre.

GPL Distributing Continental Unit

General Precision Laboratory now is exclusive distributor for the television transmitters produced by Continental Manufacturing Co. of Dallas.

Expansion of GPL sales staff and service facilities will result from the move, according to Blair Foulds, vice-president of GPL.

Col. Pays on Preferred

Columbia Pictures' board of directors at a meeting held here yesterday, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on Aug. 15 to stockholders of record on July 31.

finest service to California on

"THE HOLLYWOOD"

Board United's famous one-stop DC-6 Mainliner to Los Angeles at noon, arrive at 7:55 p.m. Delicious United lunch and dinner aloft. Also "the Advance Hollywood" and "the Overnight Hollywood."

Local times quoted

UNITED AIR LINES

National Pre-Selling

THE film biography of Martin Luther, which was originally made for church showings, is reviewed in the current issue of "Life." The magazine reports "it was given a test run in Minneapolis recently, where it became the biggest box-office hit in years, out-stripping in attendance every other movie in town, including 3-D's."

●

"The Sword and the Rose" was chosen the picture of the month for August by Ed Miller, amusement editor of "Seventeen."

●

"Second Chance's" co-star, Jack Palance, receives an excellent "build-up" in the July 18 issue of "Collier's." In a two-page text and picture spread Sydney Boehm, script writer of "Second Chance," says "Palance's final preparations for a scene are physical." He shadow boxes, does pushups, grimaces, even talks to himself. When he hits the proper degree of excitement, he goes on and does a scene in one take."

●

An attention-compelling turn-about ad on "Return to Paradise" in full color appears in the July 28 issue of "Look." Walt Disney's "The Sword and the Rose" is reviewed in the issue. It is based on Charles Major's romantic novel, "When Knighthood Was in Flower." Walt Disney's version tells how England's Henry VIII greedily sold his teen-age sister, Mary Tudor, to the King of France. However, Mary's marriage to the King was not consummated and she wed a commoner.

●

"Let's Do It Again," "The Sword and the Rose," "Thunder Bay" and "Dangerous When Wet" are some of the pictures reviewed and recommended in the August issue of "Woman's Home Companion."

●

A striking, full color half-page ad on "The Sword and the Rose" appeared in the July 12 issue of "American Weekly."

●

"The Sword and the Rose," "Stalag 17" and "Let's Do It Again" are reviewed in the August issue of "Redbook."

●

"Roman Holiday" has been awarded the "Parents Magazine" special merit award medallion. Barney Balaban accepted the medallion from Philip Willcox of the magazine.

●

Walt Disney's "The Living Desert," his first feature entry in the True-Life Adventure Series is the subject of an interesting article in the July issue of "Good Housekeeping."

Tad Nichols, a Disney cameraman, set up his camera along a desert arroyo to photograph plant and animal life. Suddenly he thought he heard the distant rumble of a freight train. But there was no railroad within a hundred miles. There was no sign of rain. The roar increased. A torrential flood shot out along the arroyo, spilling over the banks, carrying with it rocks, shrubs, desert debris and animals with the force of a catapult.

Almost immediately, the water was gone, sucked into the parched earth and sand. But before long in the path where the flood had raced, a paradise of desert flowers appeared.

WALTER HAAS

UK Tax Receipts Dropped in May

LONDON, July 14. — Entertainment tax receipts for May were the lowest for any May since the Eady plan has been in operation, some three years. The total was £3,068,000, or £291,000 less than the previous month and £230,000 lower than the total registered for the same month last year.

May End Tax Break On Work Overseas

WASHINGTON, July 14.—The House Ways and Means Committee may act late this week or early next on a bill to deny tax-exemption privileges to stars and other industry workers who go on extensive overseas film-making trips.

Under the present law, persons who are overseas for 17 out of 18 consecutive months are exempt from United States income taxes on the money they make while abroad. Many film stars have taken advantage of this provision, and the Treasury Department has asked that steps be taken to change the situation.

"Bobtail Bill" in Work

The Ways and Means Committee is now planning a "bobtail" bill putting together some 15 or 20 miscellaneous proposals, and present plans are to include a provision to handle the tax situation. The present idea is to make the tax-exemption apply only to earnings of less than $20,000 or some similar figure, so that the tax-exemption would still be available for construction workers, agriculture technicians and other persons for whom the 17-month provision was originally put into law. The $20,000 ceiling would make the provision less attractive and less useful to film workers.

Hollywood Is Hit In Wisc. Editorial

WASHINGTON, July 14.—Rep. Byrnes (R., Wisc.) today suggested that Hollywood films overplay coarse and rough themes and underestimate the intelligence of the film-going audience.

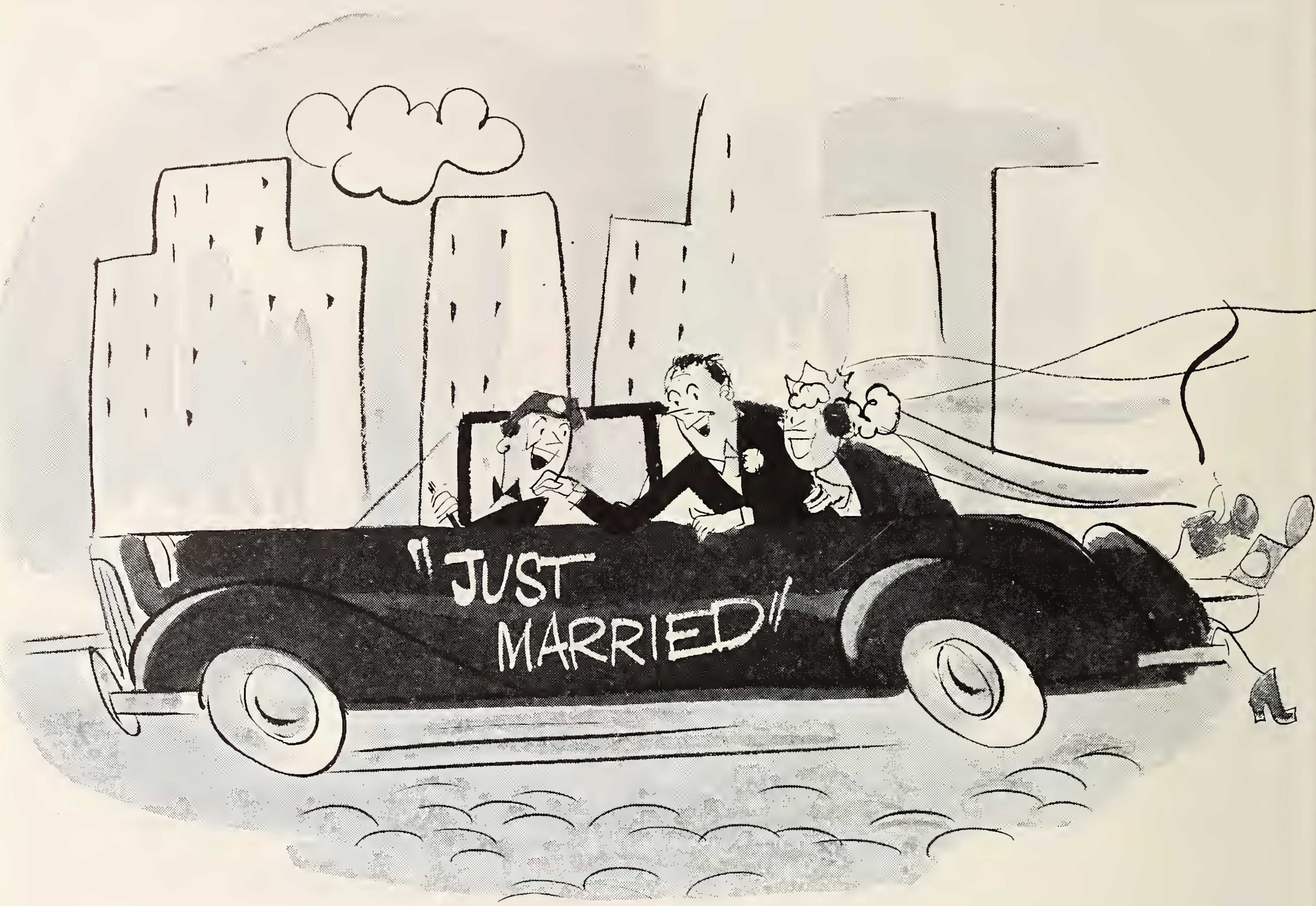
He inserted in the "Congressional Record" an editorial from a small Wisconsin paper. The editorial, headed "Hollywood Must Rate Moviegoers as Morons," attacked "The Quiet Man" for its brawling and drinking scenes and a generally distorted picture of Ireland. It suggested Hollywood needs to "lift up its sights out of the gutter, to rid itself of the idea that people can be entertained only by murder and brawling, suggestive speech and attire and moronic attempts at vapid comedy."

Set Video Deal for Palooka Series

A deal for the TV rights to the cartoon character Joe Palooka was signed by Guild Films, calling for the production of at least 78 half-hour TV films, it was disclosed here yesterday by Reub Kaufman, president of the Guild.

The deal was said to involve $2,500,000.

FROM
THE BOLDEST
BEST-SELLER
OF THEM ALL
HERE
IS ONE OF THOSE
RARE MOTION
PICTURES WHICH
CAN BE CALLED
TRULY GREAT...
SEE TOMORROW'S PAPER...



"Take us to the nearest COMPANION-approved movie...and hurry!"

Some people can't wait to get in to see the latest COMPANION-approved movie. This phenomenon . . . beautiful to behold, even more beautiful to be a part of . . . makes COMPANION-approval tantamount to titanic box office.

How come? Simple: more than *four-and-a-half million women* count on the COMPANION for on-the-level movie news and guidance every month. By a delightful coincidence, these lovely ladies form the most intensely *loyal* movie audience in America today.

Which is why Hollywood has invested more money in the COMPANION during the past seven years than in any other monthly magazine.*

**Except, of course, the fan magazines.*

Currently advertised in the COMPANION

All I Desire	**Universal-International**
The Band Wagon	**MGM**
Dangerous When Wet	**MGM**

Woman's Home COMPANION

Circulation 4,545,007—Net Paid ABC

THE CROWELL-COLLIER PUBLISHING COMPANY—640 FIFTH AVENUE, NEW YORK 19, N. Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 11 NEW YORK, U.S.A., THURSDAY, JULY 16, 1953 TEN CENTS

Sees No Profit For 20th-Fox In Equipment

Lichtman Tells of Costs Of Lenses and Screens

No profit whatsoever is expected to be made by 20th Century-Fox in the sale of anamorphic lenses and Miracle Mirror Screens for CinemaScope exhibition, Al Lichtman, distribution director, declared here yesterday.

Twentieth Century-Fox, he stressed, is primarily in the business of producing motion pictures. The equipment it has ordered, Lichtman pointed out, is handled by equipment dealers. The prices for the lenses and screens include the dealer's commission and royalties as well as direct manufacturing costs, he added.

Lichtman's comments were occasioned by remarks made last week by Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres in which Hyman said he thought the CinemaScope lenses were too expensive and that "screens just

(*Continued on page 4*)

Skouras Anti-trust Brief Too Long; Must Be Cut

Skouras Theatres Corp. yesterday was granted the right to file an amended complaint in its $88,000,000 anti-trust suit against distributors. Federal Judge John F. X. McGohey here granted the right after dismissing the action on a motion by distributor defendants on the grounds that the complaint was too long.

Although Judge McGohey dismissed the suit, it was strictly on technical grounds and will not have any effect

(*Continued on page 4*)

Keehn of K.C. Heads New 'Lab' Assn.

Neal Keehn, president of the Calvin Co. of Kansas City, yesterday was elected president of the newly-formed Association of Cinema Laboratories at a meeting of the board of directors held here. John Stott, vice-president of Du-Art Laboratories, New York, was elected vice-president. Stott had been serving as temporary president,

(*Continued on page 4*)

Warners Will Meet Today

Ben Kalmenson, Warner Brothers distribution vice-president, will preside at a two-day meeting of the district managers at the home office beginning today. Product for distribution during the summer and fall will highlight the conclave.

District managers attending are Norman J. Ayers, Eastern; William G. Mansell, Central; Robert H. Dunbar, Midwest; Arthur W. Anderson, North Prairie; Hall Walsh, South Prairie; W. O. Williamson, Jr., Southeast; Ed Williamson, Southwest; Henry M. Herbel, West Coast; Haskell M. Masters, Canadian, and Robert Smeltzer, Washington. Ben Abner, New York Metropolitan branch manager, will also attend.

Executives present will include Samuel Schneider, vice-president; Mort Blumenstock, advertising-publicity vice-president; Norman H.

(*Continued on page 4*)

Preview in 33 Cities For 3 Para. Films

Special preview showings of three of Paramount's top pictures will be held on July 27 in 33 key cities for invited audiences of newspaper writers, film critics, theatre operators and their bookers, members of the clergy, radio-TV commentators, civic leaders and other opinion-makers.

In New York, the showings will be held in the company's home office.

The three features are the Dean Martin-Jerry Lewis "The Caddy," Bing Crosby's "Little Boy Lost" and "Roman Holiday," starring Gregory Peck.

Government Suing Haulers and Union

WASHINGTON, July 15.—The Justice Department today disclosed that it has filed in New York a civil anti-trust suit against four companies and a labor union, alleging anti-trust violations in the hauling of theatre scenery and equipment.

The defendants, the same as the ones named in a Federal grand jury criminal indictment handed down in New York on June 23, are Walton Hauling and Warehouse Corp., Tait Transfer Co., Inc., Schumer Theatrical Transfer, Inc., Erie Transfer Co., and the Theatrical Drivers Local 817 of the AFL Teamsters Union.

The companies named serve principally legitimate stage theatres and television stations, although motion picture houses with a stage show policy also are affected.

Increase Reported In Film Dividends

WASHINGTON, July 15. — Publicly-reported cash dividend payments by film companies in June totaled $3,932,000, compared with $3,754,000 last June, says the Commerce Department.

Disney to Release 'Living Desert' Independently

A 135-minute feature, comprising three subjects, will be released independently by Walt Disney Productions under a unique distribution plan. Bookings may be limited to 50 in the first year.

The trio of subjects consists of "The Living Desert," "Ben and Me" and "Stormy." Only "Ben and Me" is in animated cartoon form, the others being "live." "The Living Desert" runs 70 minutes, while the running time of each of the other two is 30 and 35 minutes, respectively. The entire pic-

(*Continued on page 4*)

20th-Fox to Release Goldstein Product

A new company headed by Leonard Goldstein will release a series of pictures through 20th Century-Fox, the company announced here yesterday. Now a producer on the 20th-Fox lot, Goldstein will take a leave of absence to start production on an independent basis as Panoramic Productions.

The first four pictures on Goldstein's new schedule are "Gorilla at Large," directed by Harmon Jones; "Three Young Texans," Henry Levin directing; "The Man in the Attic," to be directed by Hugo Fregonese, and "Gatling Gun," with Rudolph Mate directing. All will be in 3-D.

'Life' Hails Skouras And CinemaScope

The "monumental plunge" of 20th Century-Fox in developing CinemaScope as an answer to the competitive force of home television is the subject of an article in the current issue of "Life" magazine, out today.

Titled, "Spyros Skouras and His Wonderful CinemaScope," the article draws a laudatory picture of Skouras and his achievements, tracing his beginning in St. Louis to the presidency of 20th Century-Fox. His relationships with his brothers, Charles P. Skouras, president of National Thea-

(*Continued on page 4*)

Mason Bill to House Floor On Monday

Passage Expected, But Senate Status Cloudy

WASHINGTON, July 15.—The House will vote Monday on the Mason Bill to exempt motion picture theatres from the 20 per cent Federal admission tax.

This was announced by House Majority Leader Halleck (R., Ind.). Film industry spokesmen are confident that the bill will be passed by an overwhelming majority.

The Senate outlook clouded slightly today, however, when the Senate Finance Committee voted to kill another bill to give tax relief to the liquor industry. Members said the bill was killed for two reasons: because they felt it would look silly to follow the excess profits tax extension bill with a tax relief bill; and because many members were ready to offer other relief amendments and the committee feared the bill would become a major revenue-losing measure.

The same arguments, some members

(*Continued on page 4*)

TNT, IBC Discuss Title Bout; BOT Weighing Bid

Theatre Network Television has been conducting talks with the International Boxing Club looking toward telecasting the Rocky Marciano-Roland La Starza heavyweight title match.

Nathan Halpern, TNT president, said preliminary negotiations have been going on over the past month. It was pointed out, however, that the IBC has not, as yet, decided on which

(*Continued on page 4*)

Perkins Heads New Cinerama Unit

The selection of Thomas L. Perkins as chairman of a newly-formed executive committee of Cinerama Productions' board of directors was disclosed here yesterday by the company.

Other members of the committee are Paul Kesten and Alger G. Chapman. Lowell Thomas, president, will act as ex-officio member of the committee

(*Continued on page 4*)

Personal Mention

E. Z. WALTERS, comptroller of Altec Service Corp., has left New York for Hollywood.

•

Walter J. Barber, advertising production manager of Universal-International's home office, and Mrs. Barber will celebrate their 25th wedding anniversary Sunday. The event will be further enhanced by the return of their son, Cpl. Walter J. Barber, Jr., after two years service in the U.S. Army.

•

Harry Goldman, United Artists Chicago branch manager, has postponed his vacation in the Canadian Rockies and is in Michael Reese Hospital for surgery. Sid Rose is acting as branch manager for the company in Chicago during the absence of Goldman.

•

H. M. Bessey, executive vice-president of Altec Service Corp., and Marty Wolf, assistant general sales manager, have left here for upstate New York.

•

Gordon Douglas, director, today will address the Foreign Trades Association of Southern California at the Biltmore Hotel in Los Angeles.

•

P. T. Dana, Universal's Eastern sales manager, has left New York on a trip to Boston, New Haven and Philadelphia.

•

Mrs. Eunice Nannberg, assistant secretary of Allied Theatres, has left Detroit for Yellowstone National Park.

•

Harry Goldstein, Allied Artists Eastern publicity manager, has arrived in Chicago from New York.

'Scope Showing in Seattle on Friday

SEATTLE, July 15.—Approximately 400 exhibitors, distributors and others in Washington, Oregon, Idaho and British Columbia are expected to attend a demonstration of CinemaScope to be held Friday at the 5th Avenue Theatre here.

The demonstration, sponsored by 20th Century-Fox, will feature scenes from "The Robe" and "How to Marry A Millionaire."

'Jimmy Fund' Talks Held

BOSTON, July 15.—Officials of the Variety Club of New England and members of the Boston Red Sox met here with Gov. Christian A. Herter to inaugurate the Jimmy Fund Campaign for the benefit of the Children's Cancer Research Foundation. Co-chairmen of the drive who attended the meeting in the Governor's Suite included Martin J. Mullin, Joe Cronin, Rudolph F. King, Walter A. Brown and William Koster.

Review

"The Man from the Alamo"

(Universal-International)

"THE MAN FROM THE ALAMO" far excels even the better-than-average outdoor drama, both in action and excitement, and is further enhanced by its color in Technicolor. It has some saleable names, including Glenn Ford, Julia Adams, Victor Jory and Chill Wills, who are convincingly guided through a screenplay from the pens of Steve Fisher and D. D. Beauchamp, by director Budd Boetticher. Aaron Rosenberg produced.

Ford is branded a coward and deserter and hence must travel a long, hard road before he proves his real worth. The tale centers around the defense of the Alamo against a Mexican onslaught, and bristles with gunplay.

Ford is a member of a small band of soldiers defending the Alamo and is chosen to leave the fortress after a drawing of lots, in order to defend women and children from Mexican rear guard attacks. As a result he is stamped by others as worthless, is tossed into jail and comes close to being lynched. In order to escape with his life he strategically joins a hated renegade band headed by Jory.

The screenplay is principally concerned about getting a wagon train of women, children and old men across the plains to safety. With the train is Julia Adams and thus a slight romantic thread is woven. Hugh O'Brien, a lieutenant who heads the train, is in the majority who think very little of Ford. Thus when Ford breaks free from Jory's men to join the train there arise innumerable conflicts between the lieutenant and Ford. It takes a long time for Ford to prove his heroic character, but that is finally accomplished, after many skirmishes and feats of glory. Others in the cast are Jeanne Cooper, "Butch" Cavell, John Day, Dan Poore, Myra Marsh, George Eldridge and Howard Negley.

Running time, 79 minutes. General audience classification. For August release.

House Kills Move to Hike Films Fund

WASHINGTON, July 15. — The House today defeated by a 244 to 154 vote a Democratic attempt to boost by one-third the funds for the government's overseas information program.

The House Appropriations Committee voted only $60,000,000 for the program during the current fiscal year. The Truman budget had asked for $114,500,000 and the Eisenhower budget for $87,900,000.

When the bill came up in the House today, Rep. Rooney (D., N.Y.) unsuccessfully tried to increase this amount to $80,000,000. The bill now goes to the Senate, where another attempt will be made to increase the funds.

The film program unit had asked for $6,400,000 of the $114,500,000 total. There was no indication how the overall cut would affect the film program request.

Meanwhile, the House Committee on Government Operations approved President Eisenhower's proposed reorganization plan for the information program, setting it up in an agency independent of the State Department except for policy guidance.

Disc Jockey Tieup On 'Band Wagon'

M-G-M is instituting an intensive radio campaign for "The Band Wagon," tying in disc jockeys on 40 stations in 29 cities. Contests in which listeners will be urged to send letters on why they want to see the picture will be "plugged" in the disc jockey promotion.

Each disc jockey will be supplied with an M-G-M record album transcribed directly from the film's sound track. There will be local and national prizes.

Nord Ready for Mass Unit Production

Manufacturing equipment has been set up in Minneapolis for the mass production of the Nord single-projector 3-D system and units can start rolling off the line within 30 days after Hollywood studios make their prints available for single-strip positives, according to Edward Lachman, Nord sales manager.

The Nord system will be demonstrated at the Picfair Theatre in Los Angeles next week. Showings will be held for exhibitors, studio heads and technicians and for those companies which, according to Lachman, have indicated a positive interest in the medium. They are Columbia, RKO Radio, United Artists, Allied Artists, Paramount, Warner Brothers and Universal.

Lachman pointed out here yesterday that currently there are nine three-dimensional pictures in release which can be converted to the Nord 3-D system.

'Feather River' Debut On Coast Tonight

HOLLYWOOD, July 15.—With a record number of screen and TV stars—many in pioneer dress, others in formal attire—civic officials, business and social leaders and other celebrities attending, the Paramount Downtown and Hollywood theatres will tomorrow night open "The Charge at Feather River," Warner Brothers 3-D Natural Vision feature in WarnerColor.

One of the highlights of the premiere will be the arrival of star Guy Madison on horseback, dressed as he appears in the picture, followed by the arrival in a pioneer stage coach of supporting members of the cast.

Estimate $25,000 for 'Blondes' Opening

Out far ahead of all top-grossing pictures to open at the Roxy theatre here on a non-holiday, 20th Century-Fox's "Gentlemen Prefer Blondes" yesterday was heading towards a record $25,000 for the day, it was estimated by David Katz, executive director of the theatre.

At 3:00 P.M. the theatre had already taken in $7,200 with standing room only at all performances, and on the basis of the opening figure "the picture is slated to be among the all time box-office greats of the Roxy," it was stated.

$33,251 from Theatres For Palsy Drive

Theatre collections for the 1953 United Cerebral Palsy campaign in New England and New York City have reached a total of $33,251, it was announced by Leonard H. Goldenson, president of United Cerebral Palsy, and president of American Broadcasting-Paramount Theatres.

Of this total, $22,152 was contributed by theatre patrons in the six New England states. This compares with $19,322 collected in the same area last year.

In New York City, $11,098 was received through theatre collections. Audiences of the New York Paramount contributed $6,504 of this total, while audiences of the Brooklyn Paramount contributed $2,637. In addition, $1,956 was collected by volunteers in 28 theatres made available by the Metropolitan Motion Picture Theatre Association for lobby collections.

These 28 theatres included 14 of Loew's, eight of RKO, and two Keith's theatres, as well as the Capitol, Brooklyn Fox, Plaza and Radio City Music Hall.

Same Dual Bill at 5 New Haven Houses

NEW HAVEN, July 15.—Five theatres in New Haven are playing day-and-date a double bill of RKO Radio first-run releases. The pictures are "Hitch Hiker" and "Never Wave at a Wac."

Aided by an extensive cooperative newspaper advertising campaign the films are paired in showings at the Crown, Whalley, Rivoli, Dixwell and Post Drive-in. Previously, first-runs here have been confined to one or two downtown houses.

'War of Worlds' Will Bow in Atlantic City

The world premiere of "The War of the Worlds," Paramount science-adventure film with color in Technicolor, will be held on July 29 at the Warner Theatre in Atlantic City. An enlarged panoramic screen will be used, with stereophonic sound. The film, based on the H. G. Wells novel of the same name, was produced by George Pal.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisber; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Triuz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Television--Radio

with Pinky Herman

LAST Friday, at approximately 6:00 P.M., a portion of a new building in Scarsdale, N. Y., collapsed, fatally injuring three and inflicting serious injury to several workmen. Less than an hour later, a news bulletin of the accident was flashed on Socony's news NBCast. The beat was scored by Bill Hedges, NBC V.P., a former newspaperman with the Chicago "Daily News," who lives in Scarsdale. Hedges arrived at the scene scant minutes after the crash, turned reporter again, phoned the news to NBC and asked that a TV crew be sent to the scene. . . . Ed CBSullivan, after a five-week vacation in California, will return to "Toast of the Town" on Sunday, July 26. Rosemary Clooney will be the first guestriller. . . . Nola Recording Studios has formed a subsidiary, Nola Studios Film Division, which will service TV producers as well as industrial and commercial film producers. . . . Brand new 10-inch TV receivers are selling for less than a hundred dollars in Florida and Georgia.

☆ ☆ ☆

Jack Shaindlin

Jack Shaindlin, whiz composer-conductor for several hit teleshows, including "Man Against Crime," "The Doctor" and "My Favorite Story," among others, copped a scoring plum when 20th Century-Fox named him to write and conduct an original score for "This Is Our Army." . . . Nat King Cole has been signed by Max Liebman for eight appearances on "Your Show of Shows," NBCommencing Sept. 12. Liebman, accompanied by his Boswell, Dave Tabet, will return from Hollywood Aug. 1. . . . A pioneer in the field of Radio, whose "Moonbeams" series for years was a musical highlight, George Shackley went to Florida several years ago for his health. We ran into George and his charming wife yesterday in Gil Clappin's Music Printing Office and George must have discovered that Fountain of Youth which Ponce de Leon so eagerly sought in Florida. Shackley, bronzed, energetic and a picture of health, has become head of a group of Southern composers, but he is currently Minister of Music for St. Petersburg Civic Concerts and Director of the town's popular Male Chorus. Add a series of regular radio broadcasts and you behold the present George Shackley, Churchman, Gentleman, Artist, Composer and Friend.

Judge Rules 'Miracle' Can Play in Chicago

CHICAGO, July 15.—Judge Harry M. Fisher of the Circuit Court here has ruled that "The Miracle" may be exhibited in Chicago inasmuch as it is neither obscene nor immoral. Although Judge Fisher side-stepped the issue of the constitutionality of pre-censorship as practiced by the Chicago Police Censor Board, a major point of contention in the American Civil Liberties Union's petition to have the board's ban of "The Miracle" overruled, he held that the United States Supreme Court decision reversing a New York decision that prohibited showing of the picture in that state also applies to the Chicago censorship of the film.

John C. Meniphy, assistant corporation counsel for Chicago, has indicated that he will appeal Judge Fisher's decision to the Illinois Supreme Court.

Century Drive Starts

The 10-week "theatre operation drive" of Century circuit now is under way and will continue until Sept. 4. Managers are judged on all phases of operation of the houses under their jurisdiction, such as advertising, exploitation, tie-ups, suggestions staff service, courtesy and appearance of the theatre.

Glowmeter Seeks Plant for Screens

BUFFALO, July 15.—The Glowmeter Corp. has narrowed its search for a local plant to two or three locations and shortly will announce its choice. The company, which recently received a large order from 20th Century-Fox for screens for use in CinemaScope projection, will use the plant it is about to acquire for the manufacture of the screens.

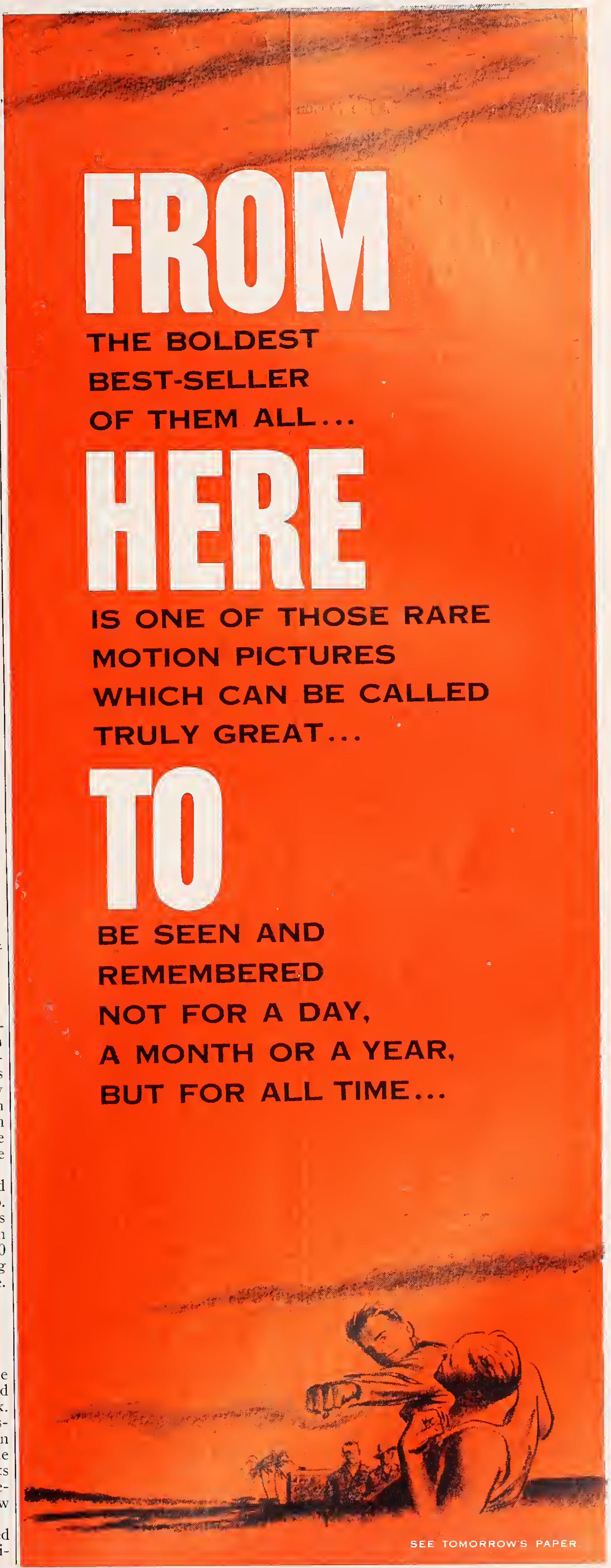
Plant machinery is on order and will start arriving in a month or two. Glowmeter wants to be set up in its new plant by Oct. 1. Its operation here is expected to employ from 200 to 250. Glowmeter now is installing a giant screen in Shea's Buffalo here.

Three Incorporation Papers Filed in N. Y.

ALBANY, N. Y., July 15.—Three amusement industry firms have filed papers to do business in New York.

Ron-Jo Amusement Corp. has registered a certificate to conduct a motion picture business in the state, while Biograph Television Co., Inc., seeks to operate a motion picture and television production business in New York.

Sekman Theatre Corp. has filed papers to conduct an amusement business in the state.



Mason Bill

(Continued from page 1)

said, could be used against the Mason Bill.

Meanwhile, the tax committee of the Council of Motion Picture Organizations kept up its campaign for the bill, with more and more exhibitors arriving to contact their Congressmen. Some reported "good progress."

Albert Sindlinger, the research specialist hired by the COMPO tax committee, met with Treasury Department economic chief Dan Throop Smith in a further attempt to soften Treasury opposition to the bill.

Protest on Mason Bill Gets Acknowledged

A number of New York Congressmen have acknowledged telegrams of protest against the Mason Bill sent by the League of New York Theatres, a league spokesman said here yesterday. The acknowledgments expressed interest in the League's views, it was stated.

The League, which represents legitimate stage houses, protested on the grounds that the proposed elimination of the 20 per cent Federal admission tax should be extended to legitimate theatres.

In Washington, meanwhile, Representative Noah M. Mason said that he considers the motion picture theatre situation an emergency, noting that Congress soon will examine the whole problem of excise taxes. Congressman Mason said he felt that the legitimate theatre is not suffering from television competition as are motion picture theatres, and that TV has not seriously affected the business of stage theatre.

Disney to Release

(Continued from page 1)

ture will be released under the title of "The Living Desert."

Under a tentative plan, the picture will open in a New York theatre for a run of six months. Three months after the New York opening, the feature will open in several key cities on an extended-run basis.

Because of the specialized handling, the Disney organization will do the selling and distribution. RKO Radio will continue to handle all other Disney product.

Roy Disney, president of Walt Disney Productions, is due in New York next week for sales and promotion conferences on "The Living Desert."

Leaves WB for Republic

SAN FRANCISCO, July 15.—Casper Kannell has resigned from Warners here, to join Republic as a booker.

300 CinemaScope U.S. Installations

Approximately 300 CinemaScope installations have been completed in the United States, with about 3,000 applications received to date by 20th Century-Fox. More than 2,000 applications have been filed by British exhibitors at the company's London office.

N. England Exhibitor Leaders Take Hardship Tax Cases to the Capital

BOSTON, July 15.—Armed with information on the repeal of the 20 per cent admission tax, Ray Feeley, Frank Lydon and Nathan Yamins are in Washington to present specific hardship cases from this area to Congressmen. Feeley represents more than 200 exhibitors in New England under the Allied banner; Lydon represents a group of circuit heads, and Yamins, a delegate to national Allied, is there as a fighter for exhibitor causes. They are with Sam Pinanski, a member of the national exhibitor triumvirate, who has been in Washington for several days pleading for the Mason tax repeal bill.

Keehn Elected

(Continued from page 1)

pending the election of a permanent slate. Byron Roudabush, head of Byron, Inc., of Washington, was named secretary and George Colburn, president of George Colburn, Inc., of Chicago, was elected treasurer.

A six-point program covering proposed projects for the year was explored at yesterday's meeting. This program consists of the following:

Investigation of the possibility of establishing a credit exchange among the laboratories; a membership drive under the chairmanship of Kern Moyse of Peerless Processing Co. of New York; engineering and technical improvements; a publicity campaign; probing ways and means of getting screen credit for the laboratory which processed a picture; a plan to get manufacturers together on a compatible system of telefilm processes.

Stott will supervise publicity activities for the association. Keehn, the new president, was a prime mover in the formation of the organization.

Title Fight

(Continued from page 1)

medium it will use for the Sept. 24 bout, to take place here at the Polo Grounds. Halpern declined comment on a report that the IBC is seeking $150,000 for theatre TV rights.

Meanwhile, it was learned that the new entry in the theatre TV field, Box-Office Television, Inc., will hold a meeting today to weigh an offer to the IBC. All previous fight theatre telecasts have been booked by TNT.

Factors weighing in favor of theatre TV, it was pointed out, are that the bout will be an outdoor one with a consequent larger number of seats to fill and that if it were sold to home television, the New York area would have to be blacked out, a move which would displease most sponsors.

Perkins Heads

(Continued from page 1)

which was organized to implement policy decisions of the board.

The new organizational step by Cinerama Productions came as negotiations continued between Stanley Warner and the Department of Justice in Washington. Representing S-W at the Washington talks is Nathaniel Lapkin, vice-president. Under terms of the S-W deal with Cinerama, approval of the agreement from the Justice Department must come by the end of this month.

Candy Film Discontinued

HARTFORD, July 15. — Theatre Candy Co. has been discontinued. Its manager, Joe Spivack, has joined Bradley & Smith, wholesale candy concern, as field representative.

'Life' Hails

(Continued from page 1)

tres, and George Skouras, president of United Artists Theatres Circuit, are also described.

"If anyone can 'save' the movies Spyros Skouras would seem to be the man. After a talk with him it is easy to believe that movies have been the greatest civilizing influence since Christianity, the greatest educational influence since the invention of movable type, the greatest cultural advance since the Age of Pericles," the article says, in part.

Skouras' quick action on filming in CinemaScope and preparing the process for theatre exhibition are also described in the article by John Couglan. "Skouras is betting his career and the solvency of 20th Century-Fox Film Corp. . . . that the public will be equally enthusiastic (about CinemaScope) and come back to theatres in something like its old numbers," it was stated in the article.

Skouras Trust Case

(Continued from page 1)

on pressing of the action; Skouras attorneys are expected to prepare an amended complaint immediately.

It was pointed out by the court that under Federal legal procedure, complaints must be simple and concise. The Skouras complaint contained more than 35,000 words, covered 124 pages and 291 paragraphs, plus lengthy sub-paragraphs. The plaintiffs were told they could prepare a new complaint to conform with Federal rules.

The Skouras action charged violation of the anti-trust laws and an illegal combination on the part of distributors against the Skouras circuit.

Warner Meet

(Continued from page 1)

Moray, short subjects sales manager; Roy H. Haines, Western division manager; Jules Lapidus, Eastern and Canadian division manager; John F. Kirby, Southern sales manager; Ed Hinchy, head of the playdate department; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges; Robert A. McGuire, auditor of exchanges; Gil Golden, advertising manager; Larry Golob, Eastern publicity director; Charles S. Steinberg, assistant Eastern publicity director; Bill Brumberg, head of the field exploitation staff, and Charles Baily, assistant to Moray.

Drive-in Permit Refused

GREENFIELD, Mass., July 15.—The board of selectmen of this community has rejected the application of Edward Pekalsky for the construction of a drive-in theatre.

20th-Fox Sees

(Continued from page 1)

as good" as the CinemaScope screen could be obtained for less money.

"We may never recoup our tremendous investments in lenses and screens," Lichtman said. "We have made them in order to insure that exhibitors would have them when they are needed. Manufacturers of lenses and screens required payment for retooling and substantial advance orders," Lichtman remarked.

Criticizes Hyman

In a letter to Leonard Goldenson, president of AB-PT, Lichtman wrote, in part: "Mr. Hyman does not know what he is talking about. If he could deliver to me anamorphic lenses to our specifications for $500 per pair we would give you an order right now for 10,000 lenses. Actually, for your information, we have sunk a tremendous amount of money into our CinemaScope project. In addition to paying royalties on the lens to the French inventor, we have paid Bausch & Lomb $625,000 for retooling alone. And, in addition, we are paying them more than double what Mr. Hyman says the lens should cost. Also, we have a contract with one lens manufacturer where the lens, without the mountings, is costing us $1,300 each, not per pair."

Lichtman also pointed out in his letter: "In addition to this we have expended close to $5,000,000 for research over a period of several years, out of which came CinemaScope and other worthwhile projects that will be of benefit to the theatres and industry at large. The same goes for our screen, which was years in development."

On the subject of screens, Lichtman wrote Goldenson as follows: "I know you can buy screens for much less money than the Miracle Mirror Screen, but no screen yet, including the one you bought (which we had tested by experts) can evenly distribute light and give sufficient light to project CinemaScope pictures as effectively as the Miracle Mirror Screen. One of the very large circuits installed another screen, but after testing with instruments the distribution of light and the power of the light over the whole surface of the screen, they threw it out and ordered the Miracle Mirror Screen."

Offers to Give Proof

Lichtman offered, if Goldenson desired, to have certified accountants verify the representations he made as to the cost of the lens and screen and the heavy investments 20th-Fox has made in CinemaScope.

In connection with his letter, Lichtman said that it is important to remember that CinemaScope is not just a lens and screen but a whole system which is expected to very substantially increase grosses of theatres which exhibit CinemaScope films. He also called attention to the fact that M-G-M, Columbia, Walt Disney, and other companies have already announced pictures in CinemaScope.

B. & K. 'Employes' Frolic

CHICAGO, July 15.—Over 200 persons attended the annual Balaban and Katz employes' outing at Nordic Hills Country Club here yesterday.

TARGET OF CRITICAL ACCLAIM!

"Taut, well-made spy thriller! A maximum of suspense! Good b.o.!" —*Variety*

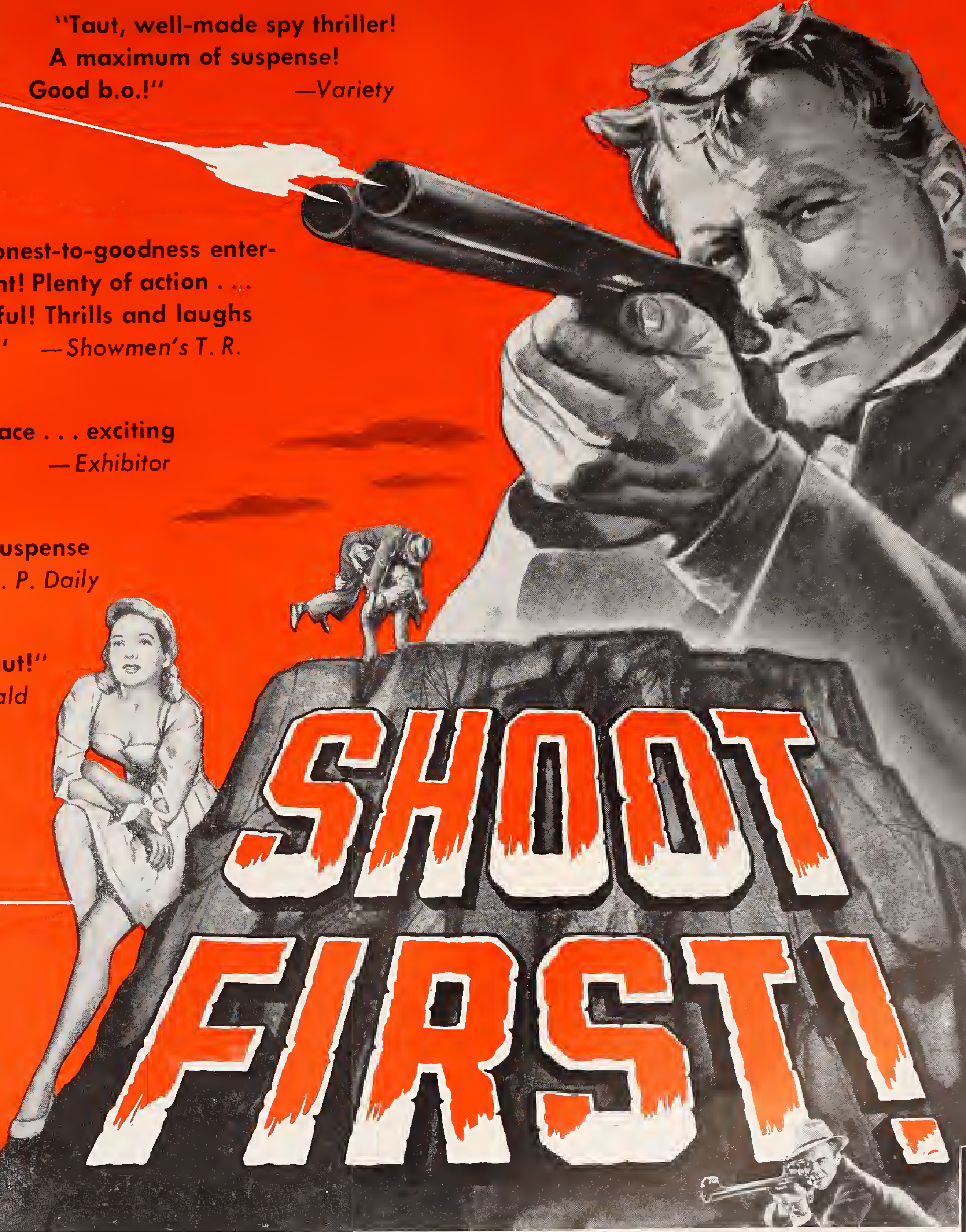
"An honest-to-goodness entertainment! Plenty of action . . . suspenseful! Thrills and laughs combined!" —*Showmen's T. R.*

"Thrills! Rapid pace . . . exciting chase climax!" —*Exhibitor*

"Packing a punch for suspense fans!" —*M. P. Daily*

"Well-knit suspense film! Taut!" —*M. P. Herald*

"Exciting . . . suspenseful!" —*Hollywood Reporter*


SHOOT FIRST!

Raymond Stross presents

"SHOOT FIRST!" starring JOEL **McCREA** · EVELYN **KEYES**

HERBERT LOM · MARIUS GORING · ROLAND CULVER

Screenplay by ERIC AMBLER · Produced by RAYMOND STROSS

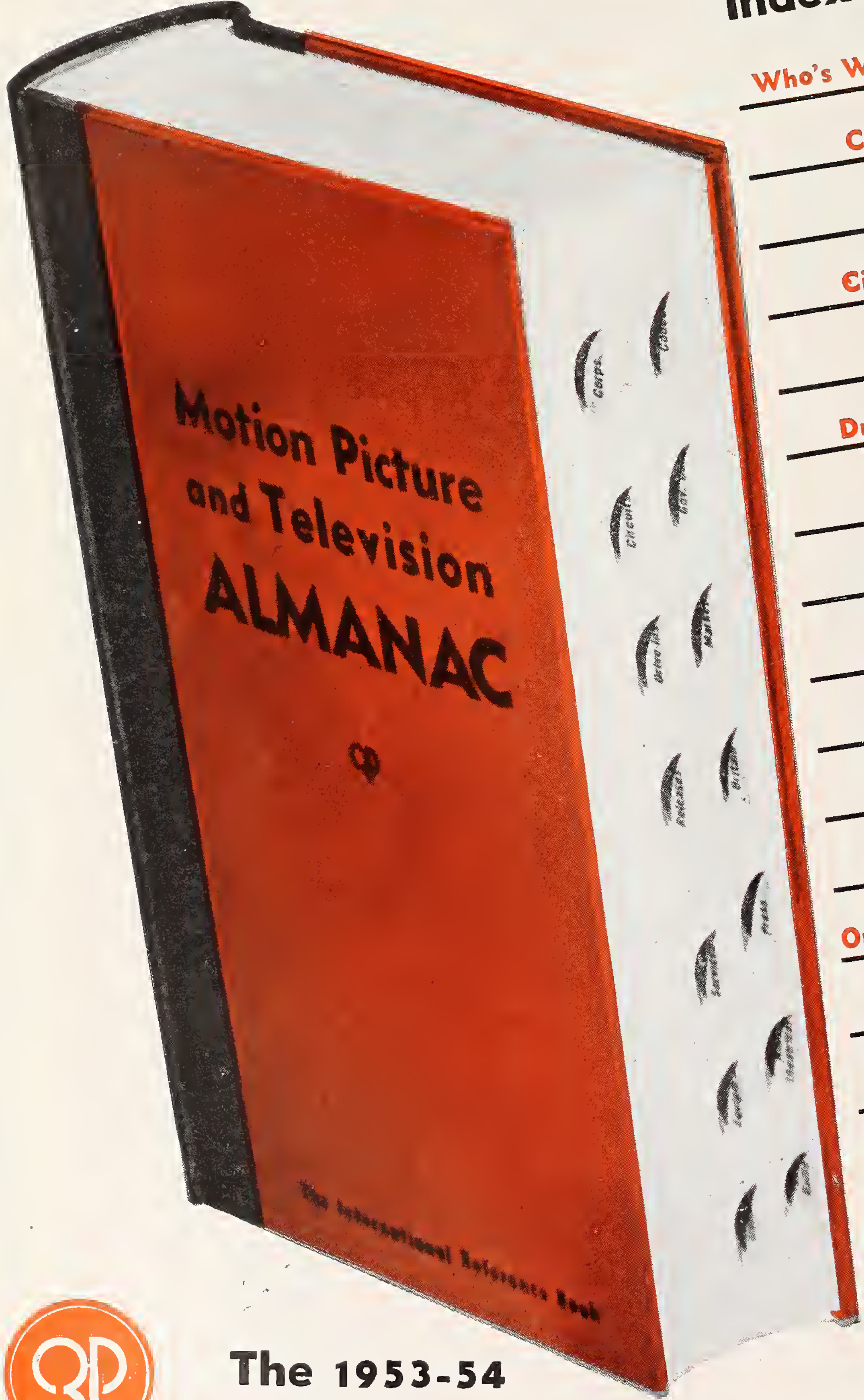
Directed by ROBERT PARRISH

thru UA

THE ACTION-SUSPENSE THRILLER OF THE YEAR

Like a library of fifteen volumes in ONE!

Thumb Indexed . . .


Motion Picture and Television ALMANAC
The International Reference Book

- Who's Who (1)
- Corps. (2)
- (3) Codes
- Circuits (4)
- (5) Award Winners
- Drive-Ins (6)
- (7) Television and Radio
- Pictures (8)
- (9) Great Britain
- Services (10)
- (11) Press
- Equipment (12)
- Organizations (13)
- (14) World Market
- Non-Theatrical (15)

The ALMANAC is the ONLY thumb-indexed reference book in this industry. It is referred to more often and by more people than any other reference book in the motion picture and television fields because:

- THE ALMANAC *requires much less time* (and no discouraging bother) to find the information you need. It is thumb-indexed in 15 organized sections, and . . .
- THE ALMANAC contains a wealth of reliable and useful information which is *not to be found in any other reference book.*

There just isn't anything like it. It is the only accepted "Who's Who and What's What" for the entire field. The revised, expanded new edition will be ready soon. To make sure of your copy, send your order *NOW!*

A QUIGLEY PUBLICATION

The 1953-54 Motion Picture and Television ALMANAC

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1953-54 Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.

Mail to—

Name . . . .

Address . . . .

City . . . . Zone . . . . State . . . .

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 12 NEW YORK, U. S. A., FRIDAY, JULY 17, 1953 TEN CENTS

NewProsperity Predicted By Schwalberg

Box-Office Upswing Has Started, He Asserts

New gains in prosperity are in store for the film industry in the months just ahead, it is predicted by A. W. Schwalberg, president of Paramount Film Distributing Co. He paints a rosy picture of the industry's future in a filmed introduction to "Paramount's Jubilee Show," which will be held in 33 exchange cities on July 27. His remarks are contained in footage shot this week in Schwalberg's office in the Paramount Building here. The screen-

A. W. Schwalberg

(*Continued on page* 4)

Ed Fabian, Others To Aid JDA Drive

Edward Fabian of Fabian Theatres will serve as treasurer of the amusement division of the 1953 Joint Defense Appeal campaign, while eight other executives will be active as vice-chairmen, it was announced by William J. German, president of W. J. German, Inc., and chairman of the JDA division.

Vice-chairmen include Joseph Bernhard, Paul N. Lazarus, Jr., Chick

(*Continued on page* 4)

Judges Confer Today On Quigley Awards

Judging in the second quarterly Quigley Awards Showmanship competition will be held here today at the headquarters of Manager's Round Table of the "Motion Picture Herald."

The following will be the judges. Ray Murray, trade press contact of Columbia Pictures; Rutgers Neilson, director of foreign advertising-publicity for RKO Pictures, and Montague Salmon, managing director of the New York Rivoli Theatre.

AA Plans 4 More in 3-D, 'Prince' in CinemaScope

HOLLYWOOD, July 16.—Allied Artists will produce "The Black Prince" in CinemaScope with color in Technicolor in England, starting as soon as the present studio labor trouble there subsides, executive producer Walter Mirisch revealed to press representatives at an executive luncheon in the Roosevelt Hotel today.

At the same time, Mirisch disclosed that the company will produce four three-dimension features to follow its successful "Maze," and that allocations for the year's production schedule, comprising 36 pictures, will exceed the previous year by more than 50 per cent.

Although "The Black Prince" will be made available in CinemaScope exclusively, all other AA pictures, regardless of process, color or kind, will be filmed for wide-screen (8.85-to-1) or standard exhibition.

Declaring that technological innovations have re-interested the public in picture-going so keenly that the in-

(*Continued on page* 4)

'Natural' Says Unit Can Use 7 Channels

Natural Sound, designed and manufactured by Kinevox, Inc., will accommodate up to seven channels in its stereophonic sound system, it is claimed by Natural Sound Corp.

The company, stating that the system was built in compliance with the

(*Continued on page* 4)

MPEA Absorbs Int'l Division of MPAA

The international department of the Motion Picture Association of America has been abolished and its functions and personnel have been absorbed by the Motion Picture Export Association, it was disclosed here yesterday by the MPAA.

A spokesman for the MPAA described the change as an organizational one, having no special significance. Eric Johnston, president of both organizations, will continue to function as such, and so will other officers of each organization. Field representatives of the international department will now function in the same position with the MPEA.

Advises Tents to Collect Copper

WASHINGTON, July 16.—Commerce Department film chief Nathan D. Golden said today the government does not want to and could not force Variety Club Tents to stop copper dripping collections.

Some weeks ago, Golden announced

(*Continued on page* 2)

"Inferno"

[20*th Century-Fox—3-D*] *Hollywood, July* 16

DON'T BE FLABBERGASTED if this "first and only 3-D film to be made by 20th Century-Fox" goes out and makes so much money that the company will be compelled by its contented customers to reconsider its stated position with respect to stereoscopy's place in show business. For "Inferno" is one of the very best examples of extra-dimensional production (too early in the fast-moving career of 3-D to call any film *the* best) submitted to the trade so far. That goes for the technology, for the dramatic quality, and for the marketability. This is a big-money getter.

This is not, of course, the "Inferno" of Dante Alighieri, which doubtless will be dealt with eventually in some other 3-D film. It is a modern story of the desert and heat and money and murder, with a triangle as its basis and with the adult audience, rather than the children, in mind. If this phase of the matter cuts down the juvenile attendance, as it should, it may have a compensating value as a test of 3-D's usefulness in connection with the over-30 crowd whose absence has been so severely felt. Up to now 3-D pictures haven't had much in them for the upper group of grown-ups.

Marquee names are Robert Ryan, Rhonda Fleming, William Lundigan,

(*Continued on page* 2)

WB to Release 14 in the Next Five Months

Kalmenson Emphasizes Flexibility at Meeting

Listing 14 pictures for release from August through December, Ben Kalmenson, vice-president in charge of Warner Brothers distribution, yesterday emphasized that flexibility would keynote the company's sales program for the next several months. Addressing WB district managers at the opening session of a two-day meeting at the home office, Kalmenson said that regardless of the medium in which a picture is made, "the keynote of what we do sales-wise from here on in is still based on aggressive merchandising and showmanship."

Ben Kalmenson

Kalmenson said that that applied "as

(*Continued on page* 4)

No Price Change for NVC 3-D Viewers

HOLLYWOOD, July 16.—Natural Vision Corp., a pioneer in 3-D and supplier of more than 65,000,000 Polaroid viewers for theatre use during the eight months since the first 3-D picture opened, will continue to sell viewers at a price unchanged—which now is ten cents to theatres—on a non-

(*Continued on page* 2)

Hold Magna Press Show in October

A trade and press demonstration of the new large-screen Magna process will be held in October in Buffalo, Mike Todd of Magna Theatre Corp., disclosed here yesterday before departing for the Coast.

Todd said further details will be announced on the Coast by Joseph Schenck, Magna board chairman, with whom he will confer. Todd also disclosed that a private demonstration will be held in Buffalo this weekend for technicians.

Personal Mention

SILAS F. SEADLER, M-G-M advertising manager, will return to New York from Hollywood on Monday.

•

ELMER F. LUX, head of Elmart Theatres, Buffalo, has been named a member of the executive committee of that city's Automobile Club.

•

MACE BROWN, projectionist at the Town Theatre in Omaha, has been named to another five-year term on the Omaha Housing Authority.

•

RICHARD J. "JOE" CUNNINGHAM, producer, has been appointed director of motion picture and television production for Kling Studios.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, will return to New York Monday from New England.

•

GEORGE A. HICKEY, M-G-M Western sales manager, has returned to Hollywood following a tour of Western branches.

•

HOWARD DIETZ and ARTHUR SCHWARTZ, lyricists for "The Band Wagon," are in Philadelphia from New York.

•

HANNAH OPPIE, executive secretary of Western Theatre Owners, is recuperating in San Francisco following an operation.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, has returned to Atlanta from New Orleans.

No Price Change

(*Continued from page* 1)

exclusive basis, NVC president Milton L. Gunzburg disclosed today following expiration of a year-old exclusive contract Wednesday.

NV has 23,000,000 viewers now on order awaiting allocation to theatres by RKO, Columbia, U-I, AA, UA, MGM and others.

The company today notified distributor customers that viewer-purchase orders and shipping orders are to continue being sent directly to NVC here.

Advises Tents

(*Continued from page* 1)

that the National Production Authority was giving up its efforts in behalf of the program, in view of the easing of the copper supply situation. However, certain tents indicated they wanted to continue collections, and Golden said he wanted to make it clear that he never intended that a stoppage of collections would become mandatory. It is hoped, he added, that the program will be continued wherever funds are needed to maintain local tent charity programs.

"Inferno"

(*Continued from page* 1)

Henry Hull and Technicolor, and none of them, including the latter, falls short of whatever promises a confident showman may choose to make.

Ryan plays a millionaire whose wife (Miss Fleming) and her lover (Lundigan) have abandoned him in a remote, mountainous, hazardous desert fastness to die of thirst, hunger, the elements and a broken leg, while they return to town, after setting up false trails and planting misleading clues, and report him as having wandered away from them in a drunken stupor. Their deception is successful as day follows day, while Ryan is making his way, with prodigious patience, fortitude and inventiveness, down from his lofty intended burial place toward possible discovery and rescue. This is one of the most legitimately suspenseful story-developments in recent memory. The outcome is for the film, not a synopsis, to disclose.

The story, bluntly sordid but with that aspect un-emphasized, is by Francis Cockrell, and the production is by William Bloom, direction by Roy Baker. The superb photography is by Lucien Ballard, with Leonard Doss as Technicolor consultant. The picture is a fine production credit for all of them.

Running time, 83 minutes (not counting intermission). Adult audience classification. For August release date.

WILLIAM R. WEAVER

"So This Is Love"

(*Warner Brothers*)

POPULAR song favorites that should delight most audiences are featured in this color in Technicolor musical based on the life of Grace Moore. Playing the principal role is Kathryn Grayson as Grace Moore and she does a right fine job of it.

This Henry Blanke production, which does not stint on settings and costumes, should do good business, pleasing audiences who wish to forget the cares of the day and be entertained.

The screenplay by John Monks, Jr., offers a vehicle mainly for the personality and vocal abilities of Kathryn Grayson. The determined Miss Grayson, as Grace Moore, sacrifices love and comfort to realize her big ambition in life, singing at the Metropolitan Opera House as a featured artist. The story opens with Miss Grayson about to fulfill her ambition. She is about to make her debut at the "Met." Through the device of the flashback, her story is unfolded, growing up in a small Tennessee town, her early trials and tribulations.

The romantic angle is ably handled by Merv Griffin and Douglas Dick who, unfortunately, find themselves playing "second fiddle" to Miss Grayson's ambition, which finally lands her on Broadway as a prelude to the "Met." Some of the songs featured in the production should indicate the broad appeal of the picture. They include: "So This Is Love," "Ciribiribin," "Memories," "I'm Just Wild About Harry," "I Kiss Your Hand, Madame," "Time on My Hands" and arias from the opera "La Boheme."

Others in the cast include Joan Weldon, Walter Abel, Rosemary DeCamp, Jeff Donnell, Douglas Dick, Ann Doran and Margaret Field. Gordon Douglas directed. The story was based on Grace Moore's autobiography.

Running time, 101 minutes. General audience classification. Release date, Aug. 15.

MURRAY HOROWITZ

"The Kid from Left Field"

(*20th Century-Fox*)

WHETHER your patrons are baseball fans or not, they should like this picture. Interspersed with details concerning the business of baseball is a warm, tender story of father and son devotion. While it is rather improbable that a nine-year-old boy could become the manager of a major league ball club, which is the theme of the story, the situation becomes plausible through deft story treatment and intelligent direction.

Dan Dailey and Anne Bancroft are given co-star billing, and they do a commendable job. But sharing the spotlight is Billy Chapin, who, as the youngster, comes close to stealing the picture.

Dailey portrays an ex-ball player who has lost his touch on the field but not his strategy in doping out plays in advance. As a peanut vendor in the Bisons' ball park, he can spot all the weaknesses of the team. When Billy, his son, gets a job as a bat boy, Dailey tells him what is wrong with each player. And Billy passes the information on to the players themselves who take his advice. The kid's coaching pulls the team out of a slump, and in time, he is made the manager. Ultimately, it is disclosed that the real strategist behind the scenes is Dailey and he assumes the managership, piloting the Bisons to the pennant and into the World Series.

Dailey gives a smooth, polished performance. Miss Bancroft, as secretary to the club's owner, and Lloyd Bridges, as third baseman, supply the romantic interest.

Properly exploited to attract those who are not baseball fans, this picture should prove to be a money-maker. It has all the ingredients of good entertainment—comedy, dramatic incidents and pathos. Harmon Jones directed the Leonard Goldstein production, from a script by Jack Sher. Others in important roles are Ray Collins, Richard Egan, Bob Hopkins, Alex Gerry and Walter Sande.

Running time, 80 minutes. General audience classification.. For July release.

AL STEEN

Expect Pa. Tax Bill To Die in House

HARRISBURG, Pa., July 16. — Described by its sponsors as "an emergency measure to give theatre operators a little relief at this time," a bill to ban local amusement taxes on motion picture theatre admissions has been returned to committee in the House, where it will probably die.

Rep. W. W. Waterhouse, who co-sponsored the bill with Rep. H. G. Andrews, said he introduced the measure because of the large number of motion picture theatres that are going out of business due to increased use of television and taxes on admissions.

More than 300 Pennsylvania communities impose a tax on admissions to all places of entertainment under a state law which permits local communities to tax anything not subject to a state tax, but the Waterhouse-Andrews measure would have affected only theatres.

Musicians Honor Zukor, Freeman

HOLLYWOOD, July 16. — Life membership cards in the Musicians Association of Local No. 47, Los Angeles, have been presented to Adolph Zukor, chairman of the board of Paramount Pictures, and to Y. Frank Freeman, vice-president in charge of the studio. Presentations were made at a luncheon held at the studio.

Barney Balaban, Paramount president, who is currently visiting the studio, accepted for Zukor, who is in New York. Irving Berlin and Don Hartman, supervisor of production at Paramount, spoke briefly.

Mannie Brown Joins Columbia in Buffalo

BUFFALO, July 16.—Mannie A. Brown, formerly manager of the local Paramount, Eagle-Lion and United Artists exchanges, has returned to Buffalo from Detroit, where he was a member of the UA sales force, to become city sales manager here for Columbia.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT • NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

3 DIMENSION
"THE CHARGE AT FEATHER RIVER" WARNERCOLOR
WARNERPHONIC SOUND
in person
LES PAUL & MARY FORD
ALAN DEAN
HERBERT and SAXON
BOBBY BRANDT
RUSS CASE AND HIS ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Triuz, Editorial Representative, 11 North Clark Street. FR 2-2843. Washington, J. A. Otten, National Press Club. Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

The Natural Vision
Corporation...
first in 3-D motion pictures
and projection
introduces...

NATURAL SOUND

designed and manufactured by **Kinevox** INC.®

now every theatre can afford quality stereophonic sound!

$5510

f.o.b. Burbank, California

ECONOMY! Costs thousands less. Cheaper to install. Built to the rigorous standards of the Motion Picture Research Council.

SIMPLICITY! Entire booth unit in one single rack cabinet, encloses power amplifiers, pre-amplifiers, film transport and magazines. Fits any booth, occupies little space. All connections between integral sections plug and jack; no soldering required in the booth unit. For ease of daily operation, sound-heads and film tranport unit are on working level, no stooping or hunting for working parts. Octagon shaped magazines permit handling space for largest reels, including 25-inch.

QUALITY! Powerful amplifiers supplied are 30-Watt McIntosh. Fifty-Watt units available at $550 extra charge. Three Stephens Type 432 stage speakers, manufactured exclusively for Natural Sound, supplied with the basic equipment. House speakers are available.

HERE TO STAY! Will accommodate up to seven channels, or as many as the industry in the future may select as standard. The Stereophonic Theatre System for today and tomorrow. Will accommodate every system of projection—2-D, 3-D and Big Screen.

for information contact your local dealer or NATURAL SOUND CORPORATION
AN ASSOCIATE OF THE NATURAL VISION CORPORATION • 1710 NORTH LA BREA AVENUE • HOLLYWOOD 46, CALIFORNIA • Prices Subject to Change
Sterling Sales & Service, Inc., Dallas, exclusive representatives for Texas, Louisiana, Arkansas, New Mexico, Oklahoma

14 from WB

(Continued from page 1)

much to the exhibitor's part in attracting the public to the box-office as it does to our own selling efforts." He said it was essential that "we be adequately prepared and geared to move in any direction consistent with the successful marketing of our current and forthcoming product—whether it be 2-D, 3-D or wide-screen."

The Warner sales head said that his department must not fall into any standard pattern, asserting that "a healthy sales program is a program which can move and change with the times, and that is exactly what we intend to do. Miracles don't happen in this business or in any other business. The best picture in the world must be properly sold, forcefully merchandised and aggressively exploited by aggressive showmanship."

Kalmenson said that public support of, and interest in, motion pictures had never been more convincingly demonstrated than in the box-office success of "House of Wax" and "The Charge at Feather River," both in 3-D, and "The Beast from 20,000 Fathoms."

Outlines Product by Months

The Warner sales head broke down the company's 14 releases as follows:

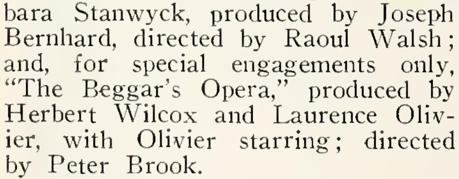
In August: "The Master of Ballantrae," color by Technicolor, starring Errol Flynn and directed by William Keighley; "So This Is Love," Technicolor, starring Kathryn Grayson, produced by Henry Blanke and directed by Gordon Douglas; "Plunder of the Sun," a Wayne-Fellows production starring Glenn Ford, Diana Lynn and Patricia Medina, produced by Robert Fellows, directed by John Farrow.

In September: "Island in the Sky," starring John Wayne, a Wayne-Fellows production, directed by William Wellman; "Diamond Queen," starring Fernando Lamas, Arlene Dahl and Gilbert Roland, produced by Frank Melford, with John Brahm directing; "The Moonlighter," 3-D, starring Fred MacMurray and Barbara Stanwyck, produced by Joseph Bernhard, directed by Raoul Walsh; and, for special engagements only, "The Beggar's Opera," produced by Herbert Wilcox and Laurence Olivier, with Olivier starring; directed by Peter Brook.

In October: "A Lion Is in the Streets," a William Cagney Production, starring James Cagney and directed by Raoul Walsh; "Blowing Wild," filmed by United States Pictures, starring Gary Cooper, Barbara Stanwyck, Ruth Roman and Anthony Quinn, produced by Milton Sperling, directed by Hugo Fregonese; "The Eddie Cantor Story," Technicolor, produced by Sidney Skolsky and directed by Alfred Green.

In November: "The City Is Dark," starring Sterling Hayden, Gene Nelson and Phyllis Kirk, produced by Bryan Foy, directed by Andre de Toth; "Hondo," 3-D, Wayne-Fellows production, starring Wayne and Geraldine Page; and Edna Ferber's "So Big," starring Jane Wyman, Sterling Hayden and Nancy Olson, with Henry Blanke producing and Robert Wise directing.

In December: "Thunder Over the Plains," WarnerColor, starring Randolph Scott, Lex Barker and Phyllis Kirk, directed by Andre de Toth, and "Calamity Jane," Technicolor, with Doris Day, Howard Keel and Allyn McLerie, William Jacobs producing and David Butler directing.



STOCK FOOTAGE
Giraffes and gazelles, cats and coyotes, minks, mice and moose...easy to order.. nominal cost. 15,000 subjects completely cross indexed. Send for Catalogue B.
NBC FILM LIBRARY
105 E. 106 St., New York

Polaroid to Make 3-D Glasses for Children

DALLAS, July 16.—At the request of company heads, the Polaroid Corp. has agreed to develop special 3-D glasses for children.

Claude Ezell, president of Ezell and Associates and founder and organizer of the International Drive-In Theatre Owners Association, reports that Polaroid "had assumed the responsibility of designing special 3-D glasses for children."

The "urgency" of providing some kind of adequate polarizing glasses for use by children was pointed up by Ezell in a letter sent to all distribution company presidents and general sales managers late last month.

This problem is particularly important to drive-ins, stated Ezell, who added that he is dispatching a special letter of appreciation to the president of each distributing company for the cooperation in bringing about the special glasses. The glasses will be ready in the early fall.

"As polaroid glasses are now made," Ezell claimed, "they will not and cannot possibly be made to fit children, and it is through the youngsters that drive-in theatres derive a great amount of their business."

Ezell also disclosed that General Paint Co. of Tulsa is developing a special all purpose screen paint for the International Drive-In Theatre Owners Association.

"Various paint companies and contractors have been working on screen surfacing that would portray a good 3-D picture. They have accomplished this goal in a few instances, but the result afterwards in playing 2-D product has been unsatisfactory. As a result, all the screens that we know of playing 3-D have had to be repainted for normal product afterwards. This must be charged off to experimentation and cannot be considered a proper solution to the problem," stated Ezell.

Results of General's findings will be announced at the International Drive-in conclave in conjunction with the Texas COMPO conference in Dallas, Sept. 28-30.

Columbia Advancing CinemaScope Plans

HOLLYWOOD, July 16.—"Pal Joey," Broadway musical, and "My Sister Eileen" have been tentatively set as the first and second productions to be made by Columbia in CinemaScope in accordance with the recently-concluded deal with 20th Century-Fox.

All productions will be made in the wide-screen, compression-expansion process.

'Feather River' in Two Theatres on the Coast

HOLLYWOOD, July 16.—Warner Brothers' "The Charge at Feather River" was launched here tonight at the Hollywood and Downtown Paramount Theatres. Described as the first "buckskin premiere," the openings drew what was said to have been a record number of screen and TV stars.

The premieres were telecast over station KECA-TV, and by radio here and overseas.

New Prosperity

(Continued from page 1)

ings will be held for exhibitors, bookers, film buyers, press representatives, radio and TV commentators, civic leaders and other opinion-makers.

Expect 25,000 Listeners

An estimated 25,000 persons will hear Schwalberg, addressing them from the screen, assert: "The upswing at the box-office has already started, and I am very optimistic that our total industry effort—production, distribution and exhibition, in the months ahead will result in a continued expansion in box-office attendance unmatched in recent years."

In introducing the "Paramount Jubilee Show" films—Dean Martin and Jerry Lewis' "The Caddy," Bing Crosby's "Little Boy Lost," and William Wyler's "Roman Holiday"—Schwalberg describes them as "indicative of the outstanding entertainment being readied by all Hollywood studios."

In this connection, he names not only such forthcoming Paramount pictures as "Botany Bay," "Forever Female," "Here Come the Girls," "Elephant Walk," "Knock on Wood" and "Cease Fire," but also other companies' product: "From Here to Eternity," "The Band Wagon," "Gentlemen Prefer Blondes" and "The Eddie Cantor Story."

"Impact Irresistible"

Schwalberg characterizes the pictures he names as having "an impact irresistible to the buying public whose demands today are more exacting than ever before."

A regular theatre in a convenient location is being selected in each exchange city for the "Paramount Jubilee Show." An exception will be New York, where Paramount's home office preview theatre will be used for the show. The tentative schedule for the one-day "Jubilee Show" is as follows: 10:00 A.M., "The Caddy"; 12:00 Noon, "Little Boy Lost," and 3:45 P.M., "Roman Holiday."

3-D from AA

(Continued from page 1)

dustry faces an assured revival in the autumn, Mirisch said, "We feel people will be flocking back to theatres to see the new processes and systems, and we want our pictures to be the ones they're flocking back to see. Our diversified program will include high, medium and small budget pictures. We will film in CinemaScope, in Technicolor, in 3-D and wide-screen, as well as in two-dimension and black-and-white. We have found the market still is open to various film treatments. We believe in healthiness of change, novelty and variety, and we will follow variety in media and story content."

"The Black Prince," based on the Anglo-French Hundred Years War, will be filmed jointly with AA's British affiliate, Associated British Pictures Corporation, under the recently finalized contract with Fox for use of CinemaScope equipment.

Other top AA features going with color in Technicolor are "Annapolis 53," with the cooperation of the U. S. Navy; "Adventures of Hajji Baba," Walter Wanger production, and "Wichita."

AA's four 3-D features scheduled are "Riot in Cell Block 11," prison melodrama; "House in the Sea," murder mystery; "Dragonfly Squadron," Air Force story, and "Hold Back the Night," Korean war story.

Other features in color include "Pride of Blue Grass," racing story; "Arrow in the Dust," post-Civil War; "Bitter Creek," outdoor drama, and "Green Hills of Idaho," family story.

The studio's five series—Bowery Boys, Bomba, Wild Bill Elliott, Wayne Morris and James Oliver Curwood—will be unaffected by the company's expanded plans, Mirisch said.

JDA Drive

(Continued from page 1)

Lewis, Charles Moss, Louis Phillips, Walter Reade, Jr., Harold Rinzler and Burton E. Robbins.

As previously noted, associate chairmen in the drive include Barney Balaban, Robert S. Benjamin, Nate J. Blumberg, Harry Brandt, Jack Cohn, Ned E. Depinet, Matthew Fox, Leon Goldberg, Leonard Goldenson, J. R. Grainger, Will H. Hays, Harry Kalmine, Mac Kriendler, Al Lichtman, Abe Montague, Charles C. Moskowitz, Milton R. Rackmil, Samuel Rinzler, Herman Robbins, Samuel Rosen, Adolph Schimel, Abe Schneider, Samuel Schneider, A. W. Schwalberg, Fred J. Schwartz, Spyros P. Skouras, Albert Warner, Edwin Weisl and H. J. Yates.

The amusement industry is helping JDA raise New York's share of the $5,000,000 necessary to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

'Natural' Says

(Continued from page 1)

standards of the Motion Picture Research Council, pointed out that the entire booth unit is one single rack cabinet, which will fit any booth. The cabinet, it was stated, encloses power amplifiers, pre-amplifiers, film transport and magazines.

The system, introduced by the Natural Vision Corp., will accommodate conventional films and pictures in 3-D and wide-screen, it was stated.

Reviews

"The Master of Ballantrae"

(Warner Brothers)

TEEMING with action and graced with good photography, this outdoor adventure story has been made as it should be—with flashing swords, pretty women and color by Technicolor. Errol Flynn, who enjoys the leading role in this film, based on the Robert Louis Stevenson story, rarely has been seen in a more agile or daring portrayal. Others in the cast are Roger Livesey, with whom Flynn teams up, and Beatrice Campbell, his sweetheart. The picture can be counted on to please.

Following the flip of a coin Flynn leaves his brother behind and goes off to join the Scottish rebellion to restore the crown to the Stuarts. After some turbulent fighting the rebellion fails and Flynn becomes a hunted rebel. Plans to escape to France go awry and Flynn is shot while making his getaway. He believes that he was betrayed by his brother.

Herb Meadow, in his screenplay, has fashioned a bristling series of events that follow for Flynn. He joins forces with another rebel, Livesey, and the two wind up with a group of pirates. They plot the capture of another pirate ship, laden with treasure. In a short time Flynn becomes master of the first pirate ship after properly disposing of its treacherous captain.

Flynn, now a rich man, arrives back at Ballantrae where he learns that it was not his brother who originally betrayed him. However, Flynn, still a rebel, is captured and sentenced to death. The picture's conclusion sees a wild dash to freedom but this time Flynn is joined by his sweetheart, Miss Campbell. William Keighley directed the picture which was filmed on location in Scotland, England and the Sicilian seaport of Palermo.

The cast also includes Anthony Steel, Yvonne Furneaux, Felix Aylmer, Mervyn Johns, Charles Goldner, Ralph Truman, Francis De Wolfe, Jack Berthier, Gillian Lynne and Moultrie Kelsall.

Running time, 89 minutes. General audience classification. For August release.

"The Big Leaguer"

(Metro-Goldwyn-Mayer)

DEPICTING two weeks at the New York Giants' Florida training camp, this picture is one of general appeal, but its greatest attraction will be for followers of baseball. In its unfolding, it details many fresh and interesting bits of inner information. Sentiment and a touch of romance have been woven into the story of how ambitious boys from all over the country flock to the camp to try out for possible positions on the team.

Edward G. Robinson tops the cast as head man and coach at the training center, with Vera-Ellen, his niece, providing a romantic touch by falling in love with one of the team tryouts, Jeff Richards.

In an almost documentary style the story outlines the individual problems of each lad, their anxieties for making good on the team, and their eventual fulfillment or disappointment.

As a onetime third baseman, Robinson puts the fledglings through their paces. The picture's suspense arises out of the conflict of Richards, who would like to be a player but whose father is set on having him go through college. The finale is a happy one all around. As an added premium for the fans, brief appearances are made by Carl Hubbell, Al Campanis, Bob Trocolor and Tony Ravish. Robert Aldrich directed and Matthew Rapf produced from the screenplay by Herbert Baker. Others in the cast are Richard Jaeckel, William Campbell, Paul Langton, Lalo Rios, Bill Crandall, Frank Ferguson, John McKee and Mario Siletti.

Running time, 71 minutes. General audience classification. Release date, Aug. 21.

"Cruising Down the River"

(Columbia)

CHIEF entertainment values of this average musical, which has color by Technicolor, are the singing and dancing, plus the marquee support of such names as Dick Haymes, Audrey Totter, Billy Daniels, Connie Russell and the Bell Sisters. Jonie Taps produced, Richard Quine directed, and Quine and Blake Edwards wrote the script.

New York nightclub singer Dick Haymes inherits a broken down Georgia showboat, and, of course, converts it into a nightclub. He soon falls in love with Miss Totter, the giggling granddaughter of Cecil Kellaway, arch-enemy of Haymes' late grandfather, who eventually comes to bless the union and the nightclub.

There is some life in the show when the singing and dancing dominate. Haymes, Daniels and Miss Russell do especially well with, among other numbers, the title song, "Sing, You Sinners," and "Swing Low, Sweet Chariot." There also is a pleasant little parody on "Ten Nights in a Barroom," featuring the Bell Sisters.

Others in the cast are Douglas Fowley, Larry Blake, Johnny Downs, Benny Payne, Dick Crockett, Byron Foulger and Erze Ivan.

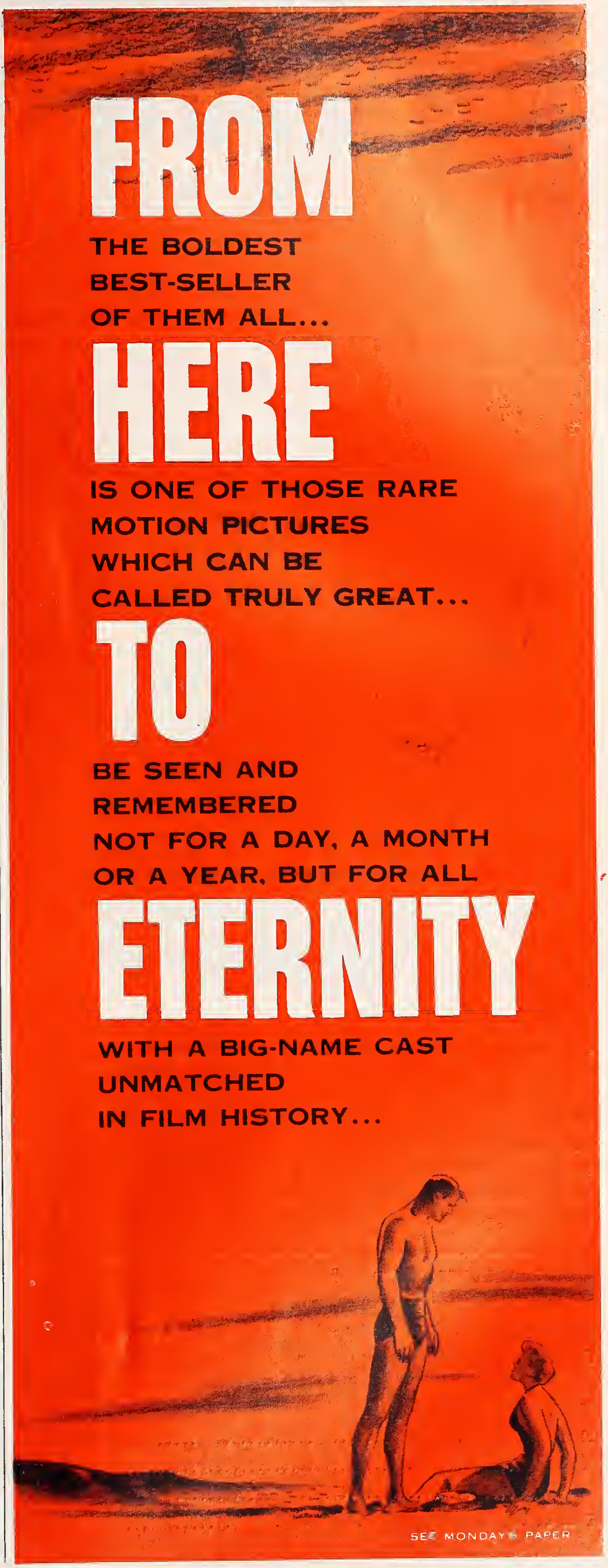
Running time, 81 minutes. General audience classification. For August release.

Broidy Allied Speaker

BOSTON, July 16.—Steve Broidy, president of Allied Artists, will be the chief speaker at the banquet to be held Oct. 8, as a feature of the national Allied convention.

Pickford Gets TV Band

WASHINGTON, July 16.—The Federal Communications Commission has granted a television channel at Winston-Salem, N. C., to Mary Pickford's Triangle Broadcasting Co.

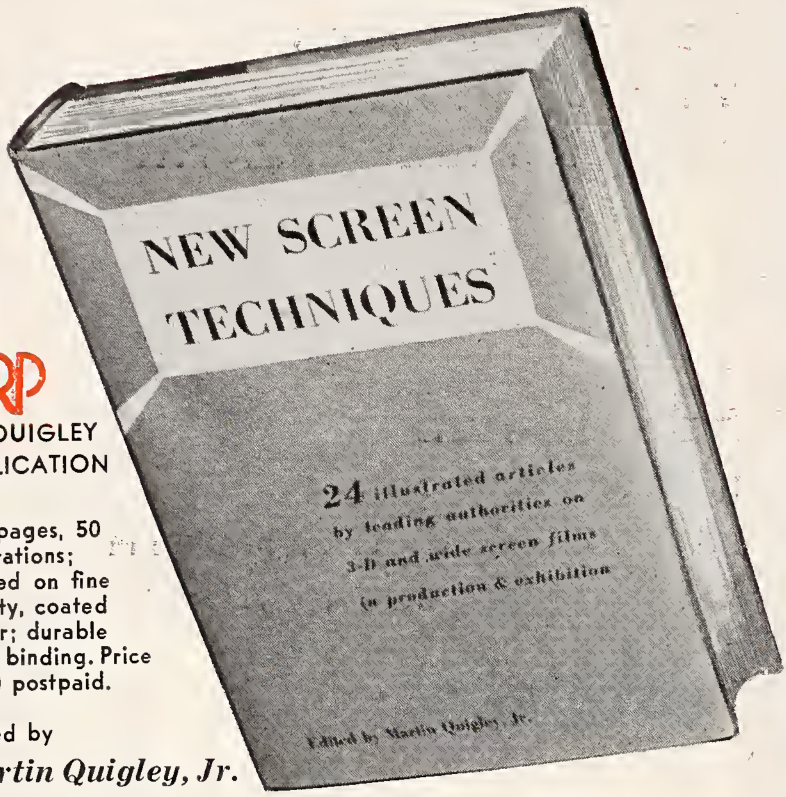


The authoritative facts about . . .

New Screen Techniques

3-D, CINEMASCOPE, WIDE-SCREEN, CINERAMA

Production · Exhibition · Exploitation


NEW SCREEN TECHNIQUES
24 illustrated articles by leading authorities on 3-D and wide screen films in production & exhibition
Edited by Martin Quigley, Jr.

A QUIGLEY PUBLICATION

208 pages, 50 illustrations; printed on fine quality, coated paper; durable cloth binding. Price $4.50 postpaid.

Edited by
Martin Quigley, Jr.

To meet the need for a simply and soundly presented explanation of the new processes and their commercial aspects, Quigley Publishing Company enlisted the co-operation of the recognized authorities on each of the established new techniques. The result is a book of great value for everybody in or connected with the motion picture industry. "New Screen Techniques" will be mailed as soon as printing and binding are completed—*in order of reservations received.*

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Avenue

Please reserve. . . . .copy/copies/ of *"New Screen Techniques."*

☐ Enclosed please find check (or money order) for $4.50 per copy in full payment, including packing and postage.

☐ Bill me/us.

Name . . . .

Address . . . .

. . . .

Date of this reservation . . . .

Summary of Contents:

Preface—Dr. Alfred N. Goldsmith, Consulting Engineer
Introduction—Martin Quigley, Jr., editor, *Motion Picture Herald*

PART I — 3-D

Three-Dimensionally Speaking —Pete Smith, producer & commentator
Polaroid and 3-D Films —William H. Ryan, research engineer, Polaroid Corp.
Principles of 3-D Photography and Projection —John A. Norling, president, Loucks and Norling Studios
What Is Natural Vision? —Milton L. Gunzburg, president, Natural Vision Corp.
The Stereo Window —Floyd A. Ramsdell, general manager, Worcester Film Corp.
3-D in Europe —Frank A. Weber, Dutch 3-D engineer
Technicolor and the New Techniques —Dr. Herbert T. Kalmus, president, Technicolor, Inc.
1927, Sound—1953, 3-D —Jack L. Warner, vice-president, Warner Bros. Pictures
The "House of Wax" Campaign —Mort Blumenstock, vice-president, Warner Bros. Pictures
3-D in Theatres —James Brigham, theatre engineer, Natural Vision Corp.

PART II — WIDE SCREENS

CINERAMA SECTION:

The Birth of an Idea —Ralph Walker, architect
Cinerama Goes to War —Fred Waller, chairman of board, Cinerama, Inc.
Adding the Sound to Cinerama —Hazard E. Reeves, president, Cinerama, Inc.
This Cinerama Show —Lowell Thomas, vice-chairman of board, Cinerama Productions, Inc.
Finding Customers for a Product —Lynn Farnol, publicist

CINEMASCOPE SECTION:

Importance of CinemaScope —Spyros P. Skouras, president, Twentieth Century-Fox
CinemaScope in Production —Darryl F. Zanuck, vice-president, Twentieth Century-Fox
Stereophonic Sound —Lorin Grignon, sound engineer, Twentieth Century-Fox
Directing in CinemaScope —Henry Koster
New Medium—New Methods —Jean Negulesco
Filming "The Robe" —Leon Shamroy, A.S.C.
CinemaScope and the Public —Charles Einfeld, vice-president, Twentieth Century-Fox
CinemaScope in Exhibition —Earl I. Sponable, technical director, Twentieth Century-Fox

OTHER WIDE SCREEN TECHNIQUES

The Anamorphoser Story —H. Sidney Newcomer, M. D.
There Is No Substitute for Creative Talent —William Goetz, in charge of production, Universal Pictures
Why New Aspect Ratios —George Schutz, editor, *Better Theatres*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74 NO. 13 NEW YORK, U. S. A., MONDAY, JULY 20, 1953 TEN CENTS

WB Ready with Wide-Screen Projection

WarnerSuperScope Data Detailed by Warner

Details of WarnerSuperScope, new wide-screen photographic and projection process developed by Warner Brothers, were revealed at the weekend by Jack L. Warner, executive producer. The studio head said that the system was the result of intensive research by the company and had now been perfected for immediate utilization.

Jack L. Warner

"Warner SuperScope will play its full power on the largest screens in the largest theatres," Warner said, "or the next to the largest screens, or the screens next in size

(*Continued on page* 6)

Non-exclusive Pact For Vistarama Is Set by Warners

HOLLYWOOD, July 19.—The Vistarama process, which gives a 2.66-to-1 screen aspect ratio, has been contracted on a non-exclusive basis by Warner Brothers and is to be used for an undetermined number of pictures, Carl Dudley, Vistarama president, disclosed here.

Vistarama, it was learned, delivered its first consignment of shooting lenses to the Warner studio on Friday, enabling the company to proceed at will with shooting in that

(*Continued on page* 6)

Newsreels Hail Ohio Censorship Repeal

Praise for those who pressed the campaign for the repeal of newsreel censorship in Ohio and a pledge of assistance in future campaigns were expressed in a resolution signed at the weekend here by representatives of the five American newsreel companies. Singled out for commendation were State Senator Charles Mosher, who

(*Continued on page* 6)

40% Operating Profit Boost For AB-PT

A 40 per cent increase in operating earnings for the second quarter of 1953 as compared to the same quarter in 1952 was reported here at the weekend by American Broadcasting-Paramount Theatres, in a letter to stockholders sent by Leonard H. Goldenson, president.

Operating earnings for the second quarter of 1953, he stated, were $218,000 ahead of the same 1952 quarter. Estimated consolidated earnings for the second quarter of 1953 were $818,000, including $756,000 from operations and $62,000 of capital gains, it was stated. For the same quarter

(*Continued on page* 6)

RKO Will Hold 3 Sales Meetings

In addition to the RKO Radio sales conference to be held for Eastern and Southern branch officials in New York tomorrow, conferences are also planned for Chicago on Aug. 17, for Midwestern offices, and in San Francisco on Aug. 20, for West Coast branches.

Tomorrow's meeting will take place

(*Continued on page* 6)

'Labs' and Union May Compromise

A compromise in the deadlock of negotiations between Eastern laboratory managements and their technicians on a new contract was reported at the weekend to be near. Progress toward a compromise was reported following a meeting of the laboratory negotiators on Friday. Previously, Local No. 702, representing the technicians, had rejected the managements' offer for a 10 per cent wage increase.

To Rule on Medium For Fight Shortly

A decision on the medium which will be sought by the International Boxing Club for the forthcoming Rocky Marciano-Roland La Starza bout will be taken this week, according to an IBC spokesman.

The spokesman declined to rule out the possibility of home TV for the heavyweight title bout, which will be fought on Sept. 24 at the Polo Grounds here. He said the factor that New York would probably be blacked out for home TV does not prohibit the booking of the fight by a national sponsor. Factors weighing

(*Continued on page* 6)

Plans for 1st CinemaScope Product Up at 20th Meet

Opening this morning at the 20th Century-Fox home office will be what was described as "one of the most important sales meetings in the history of the company," as Al Lichtman, director of distribution, leads assembled division sales managers and home office executives in a series of discussions concerning sales plans for the company's first two CinemaScope productions, "The Robe" and "How To Marry a Millionaire."

"On the threshold of a new era, 20th Century-Fox's distribution chiefs are ready to map plans for the advent of the new dimensional photographic process," stated the company.

The meeting, which will run through tomorrow, will also be highlighted by a presentation of the campaign on "The Robe" by vice-president Charles Einfeld and his staff.

Additional topics include sales plans for the remainder of the company's release schedule, and preliminary talks on the recently-concluded deal to release a series of independent productions to be produced by Leonard Goldstein.

Round-table sessions to be sparked

(*Continued on page* 11)

Discount Infections From 3-D Glasses

ALBANY, N. Y., July 19.—State Health Department experts in communicable diseases are understood to be of the opinion that there is little possibility of contracting any infection from 3-D glasses, and are of the belief that the problem has little public health significance. However, an incident might cause the department to take action.

Theatres using reclaims are following sterilizing processes recommended by companies manufacturing the viewers.

House Passage Of Tax Bill Seen Sure

No Roll Call Expected At Today's Vote on Floor

WASHINGTON, July 19.—House Republican leaders predicted the House tomorrow (or Tuesday) would pass by an overwhelming margin the Mason Bill to exempt motion picture theatres from the 20 per cent Federal admission tax.

One key GOP official said he doubted that there would be more than 25 or 30 votes against the bill out of a total House membership of 435.

The question as to whether the bill passes tomorrow or Tuesday arises from the fact that House Majority Leader Halleck (R., Ind.) announced there would be no roll-call votes tomorrow, and that if a roll-call is demanded, the vote would go over until Tuesday. Thus, the bill could pass tomorrow if members are content to let it pass on a voice vote. If a record vote is demanded, the House would finish debate on the bill but let the

(*Continued on page* 6)

UA Opens Its 1st Int'l Meeting in London Today

United Artists' first inter-continental sales convention will open today in London, with approximately 100 members of the company's foreign organization on hand from 17 countries.

Presiding will be Arnold M. Picker, vice-president in charge of foreign distribution. Robert S. Benjamin, chairman of the board of directors, and Max E. Youngstein, vice-president, will be among the speakers. A statement of greeting to the convention from Arthur B. Krim, U. A. president, will be read at the opening

(*Continued on page* 11)

Tax Exemption Rule Repeal Is Voted

WASHINGTON, July 19.—The House Ways and Means Committee has voted to repeal the present income tax exemption on earnings of film stars who work overseas for 17 out of 18 consecutive months.

The exemption would be repealed effective April 14, 1953, the date that

(*Continued on page* 11)

Personal Mention

J. R. GRAINGER, RKO Radio president; CHARLES BOASBERG, general sales manager, and NAT LEVY, Eastern division manager, have returned to New York from Boston.

•

FRANCIS SPAIN, manager of the Capitol, Hillsboro, N. H.; RAY THAYER, manager of the Auburn Drive-In at Danville, Me., and NELSON WRIGHT, manager of the Hope, Providence, R. I., all became fathers within a week. The three theatres are of the Lockwood & Gordon circuit.

•

NUNNALLY JOHNSON, producer and writer, and MRS. JOHNSON are aboard the S.S. Ile de France bound for Europe.

•

GORDON KNOX, president and production chief of Princeton Film Center, will leave Princeton this week for Hollywood.

•

JACK ROTHENBERG, United Artists controller of advertising, has left New York for a vacation at Cape Cod.

•

NED CLARKE, Walt Disney foreign sales executive, has returned here from Mexico.

•

GOTTFRIED REINHART, producer, and MRS. REINHART, left Saturday on the S. S. Ile de France for Europe.

•

GEORGE NELSON, United Artists publicity staffer, left here Friday for a vacation in Upstate New York.

•

CHARLES HANDEL, United Artists publicity staffer, will leave here today for a vacation in Upstate New York.

•

JACK G. CHINELL, manager of the RKO Radio exchange in Buffalo, will leave there today for New York.

•

LEON J. BAMBERGER, RKO Radio executive, has left here for a vacation at Lake Minnetonka, Minn.

•

MORGAN HUDGINS, M-G-M studio publicist, left New York Friday by plane for London.

'Chance' and 'Young' In Strong Openings

Strong openings of RKO Radio's first 3-D film, 'Second Chance" and the re-release of "Mighty Joe Young" have been reported here. "Second Chance" hit top business at Wednesday openings in Kansas City and New Orleans, where it grossed $2,994 at the Missouri in the former city and $3,849 at the Orpheum in the latter.

"Mighty Joe Young" is said to have out-grossed "King Kong" in a number of situations, opening Wednesday in the first of 250 cities. In Columbus, "Young" pulled in $1,700 at its opening in the RKO Grand, compared with $1,560 for "Kong." At the Circle in Indianapolis, "Young" had a first-day gross of $2,325, against $2,200 for "Kong."

Dervin Will Assist Walton at RKO

Frank P. Dervin will join RKO Pictures as assistant to Edward L. Walton, executive assistant to president J. R. Grainger, on Aug. 3.

Frank Dervin

Dervin, for the past nine years a district and branch manager for Republic in New England, will fill a newly-created position in RKO. He will work directly under Walton, Charles Boasberg, general sales manager, and Grainger.

Dervin served Republic as district and branch manager in Boston, Albany, Buffalo and New Haven. Prior to that, he was with Universal for 13 years.

Upon assumption of his duties, Dervin will spend two months meeting with branch personnel in New York, Boston, Albany, New Haven, Buffalo and Philadelphia. He will make his headquarters in New York.

Roy Disney in N. Y. For Sales Confabs

Roy O. Disney, president of Walt Disney Productions, has arrived in New York for a series of conferences concerning forthcoming releases, including "The Living Desert," "Stormy," "The Thoroughbred Colt" and "Ben and Me."

Disney has meetings scheduled with Leo F. Samuels, worldwide sales head; Irving Ludwig, domestic sales supervisor; Ned Clarke, foreign sales manager; Card Walker, advertising director, and Charles Levy, publicity director.

TV Channel Awarded To Gamble's Firm

WASHINGTON, July 19. — The Federal Communications Commission today granted a Portland, Ore., television channel to Mount Hood Radio and Broadcasting Corp., in which Ted Gamble, theatre circuit executive, holds a major interest.

The grant was one of five commercial TV stations authorized, bringing the post-freeze total to 394. The commission also authorized another educational TV station, the 19th such license granted.

'Vet' Returns to Industry

SAN FRANCISCO, July 19.—Michael A. Carney, a veteran from the early days of Pathe, has returned to the industry as a booker with RKO Radio here.

'Time' Rights Acquired

MacDonald Pictures has acquired U. S. distribution rights to "So Little Time," in a deal with Associated British Pathe.

Six Drive-ins Opened In Minneapolis Area

MINNEAPOLIS, July 19.—With the addition of the Menominee Outdoor, at Menominee, Wisc., and the Pine Tree Drive-in, at Grand Rapids, Minn., the Minneapolis area has seen the opening of six new drive-ins within a few weeks.

The other four are the Frontier, Knoxville, Ia.; Twi-Lite, Salem, S. D.; Sunset, Bowman, N.D., and the Highway 18, between Jefferson and Cambridge, Wisc.

Altec Divisions in Meetings Here

Altec's expanded stereophonic sound program as well as its service sales policy will highlight a series of conferences starting here today among the company's New York executives and division managers. Other topics will be problems in field operations and an increase in manpower throughout the country.

Here for the meetings are M. G. Thomas, Southern division manager; F. C. Dickely, Central division; L. J. Patton, Eastern, and C. S. Perkins, in charge of the Eastern division. Participating in the conferences are H. M. Bessey, executive vice-president; L. D. Netter, Jr., general sales manager; E. O. Wilschke, operations manager, and P. F. Thomas, treasurer.

Subsequent to the New York meetings, conferences will be held in the field among the home office executives, C. J. Zern, Southwestern division manager, and Dave Peterson, Western division manager.

Meanwhile, CinemaScope key city demonstrations continue to be held under the supervision of Altec's engineering staff, in conjunction with the stereophonic sound clinics established by Wilschke.

Ginsburg Takes Over Conn. Booking Firm

NEW HAVEN, July 19.—Amalgamated Buying and Booking Service, heretofore operated by Bernie Levy and Lou Ginsburg, will henceforth be managed by Ginsburg. Levy has relinquished his interest in the company. Jack Mullen will be buyer and booker.

'Main St. to B'way' Premiere for Astor

The New York premiere of M-G-M's "Main Street to Broadway" will take place at the Astor Theatre here on a date still to be determined. It will follow "Stalag 17," now showing.

1,000-Car Drive-in Ready

BALTIMORE, July 19. — Louis Gaertner Enterprises plans to open a new drive-in near Aberdeen late this month. It will be known as the Harford and have space for 1,000 cars.

Agree on Allocation For Belgium Quota

Agreement has been reached on the allocation of company film quotas under the new Belgian pact, it was disclosed here at the weekend by the Motion Picture Export Association.

The new pact, which will be formally consummated shortly through an official exchange of letters, calls for the allotment yearly of 251 film permits to American companies. Reissues are not part of the quota allocation for MPEA member companies, it was stated. The reissue problem arose when one company objected to the inclusion of reissues in its quota allocation.

Cinerama in Record Run

DETROIT, July 19.—Cinerama, at its 244th performance here last week, achieved the longest run of any motion picture shown in Detroit. It has been booked for an indefinite engagement.

robert
goldfarb
agency
makes its personnel appearance NOW.
the only placement specialists serving the amusement industry exclusively.
filling all company requirements for commercial positions from trainee to management.
1650 broadway, n.y.
plaza 7-8050

STOCK FOOTAGE
Washington and Walla-Walla; Singapore, Saigon and Seoul. Order any city or landmark among 15,000 subjects completely cross-indexed. Send for Catalogue B.
NBC FILM LIBRARY
105 E. 106 St., New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

a
progress
report
from

20th CENTURY-FOX

on

CINEMASCOPE

"as revolutionary as sound was to the silent movies!"– *Los Angeles Herald-Express* ....›

CinemaScope

It has been my privilege to witness at first hand some of the screen's most significant evolutionary advances. Each new development has brought to our business more prestige and added artistic luster. Each has served as a step to new heights of boxoffice prosperity for exhibitor, producer and distributor alike.

A few days ago, at our Hollywood studios, I enjoyed a ringside seat at the dawn of a brilliant new era in entertainment—The CinemaScope Era. The occasion was the screening of the first assembled versions of 20th Century-Fox's first two CinemaScope productions in Technicolor, "The Robe" and "How To Marry A Millionaire."

Seeing CinemaScope put to practical use in full-length features is an exalting experience. On our Miracle Mirror Screen, through the magic of the anamorphic lens, it staggers the imagination and dwarfs the entertainment giants of the past with its overwhelming splendor and technical superiority. Now, through its panoramic range and sweep and the intensity of its dramatic impact that makes the audience participants in the action without the use of glasses, the motion picture truly has come alive.

CinemaScope opens brilliant new horizons for the motion picture industry. It establishes a blazing new standard for entertainment, and I am convinced that it cannot fail at the same time to create the greatest audiences in the entire history of the screen.

CinemaScope opens new vistas for producers, directors, actors, writers, photographers, technicians, to evolve and create greater motion pictures than ever before.

PIONEERED AND DEVELOPED BY 20th CENTURY-

Over the years, 20th Century-Fox has spared no effort and no expense in the pioneering and development of new techniques to meet exhibitor needs and public demand for ever-fresher, ever more exciting entertainment. Now, once again, these tremendous investments, and the vigilance and application of a brilliant research department, have borne rich fruit in behalf of our industry.

You are familiar with the unprecedented and unanimous acclaim accorded CinemaScope by exhibitors, producers, technicians and representatives of the world-wide press through the demonstrations in our own country and the European showings inaugurated in Paris, London and other European capitals. You are aware of the tremendous exhibitor response to this revolutionary new dimensional photographic medium from theatres of every size and shape. At press time, 20th Century-Fox has received over four thousand applications.

I am proud indeed to be associated with the company which fostered this modern miracle of the screen; Spyros P. Skouras, whose tireless efforts in behalf of progress led to his discovery of CinemaScope; Darryl F. Zanuck, who so quickly and comprehensively grasped its potentialities and brought it to stunning reality; and the other producers in our industry who have adopted it with the confidence that CinemaScope points the brilliant road to a future of unprecedented heights.

I am convinced that CinemaScope is an enduring milestone in the world of entertainment. Nothing you have ever seen compares with CinemaScope; nothing you have ever seen holds greater promise for a new and expanding prosperity for the motion picture industry.

Al Lichtman, 20th Century-Fox

Public to Hear About WarnerSuperScope

Jack L. Warner, executive producer, and Albert Warner, vice-president of Warner Brothers, will tell the public about WarnerSuperScope, the company's new wide-screen photographic and projection process, on East and West Coast telecasts tonight.

Jack Warner will be interviewed by columnist Sheilah Graham over KECA 6:30-6:45 P. M. Pacific Time, in Los Angeles, while Taylor Grant will interview Albert Warner over WABC-TV in New York at 7:15 P. M.

WB's Screen

(*Continued from page* 1)

—any size with the 2.66 to 1 ratio, on which its photographing and projecting lenses are based. This development, perfected to the ultimate of modern scientific know-how, for the closer-to-nature value it gives to WarnerColor, and for the tonal enhancement of Warner-Phonic-Sound, is emphatically not a 'blow-up' film, but a complete new photographing and projecting process, produced for us by Zeiss-Opton, lens manufacturers," Warner said.

Demonstrations Planned

At the same time, Ben Kalmenson, Warner vice-president in charge of distribution, disclosed that demonstrations of WarnerSuperScope for the press and exhibitors would be set within the first few weeks of production.

"This reel," Kalmenson said, "should run about 10 minutes." The Warner sales head stated that those viewing the demonstration would see completed scenes, "precisely as they will appear on your screens."

"In line with our policy of concentrating only on the production and distribution phases of our business," Kalmenson said, "and with no wish to enter into the separate field of selling theatre equipment, we will make WarnerSuperScope projection lenses available to exhibitors with each picture on a very nominal rental basis."

In announcing the new WarnerSuperScope process, Warner stated that six major forthcoming productions would be photographed in this process by the Warner All-Media Camera, and in 3-D and 2-D as well, "transporting the story to WarnerColor film for projection on every wide-screen installation now in use or contemplated for the future."

Pictures about to go into production in WarnerSuperScope are: "A Star Is Born," starring Judy Garland; "Lucky Me," starring Doris Day; "Rear Guard," starring Guy Madison; "Helen of Troy"; "Mr. Roberts," and John Steinbeck's novel, "East of Eden," produced and directed by Elia Kazan.

"We believe that this new technique is the most exciting development in motion pictures since the advent of sound," Warner asserted, "and its results will be as far-reaching as those of talking pictures. This process enlarges the whole field of picture-making, creatively as well as technically. It widens the scope for writers, directors, producers and actors, opening new vistas for creative imagination and talent."

House Passage Sure

(*Continued from page* 1)

final passage vote go over until the next day.

The bill comes up on the floor tomorrow under a procedure barring any amendments and limiting debate to one hour.

Officials of the tax committee of the Council of Motion Picture Organizations said they already had forgotten about the House and were putting forth all their efforts to get speedy and favorable Senate action. They admitted that the big problem in the Senate is to block amendments giving relief to other industries. Such amendments, if successful, COMPO officials say, mean almost certain death for the Mason Bill.

Exhibitors from all parts of the country are pouring into Washington to contact members of the Senate Finance Committee and other key Senators, in an effort to get across the importance of blocking any amendments. Col. H. A. Cole, co-chairman of the Tax Committee, said he thought the industry had a "fairly good chance" of winning in the Senate, but admitted it presented a much tougher problem than the House.

Meanwhile, Rep. Mason (R., Ill.) and several other House members inserted in the "Congressional Record" a letter from Robert W. Coyne, declaring that "elimination of the admission tax this session and no other factor can save 5,000 theatres during the next 12 months." Tax relief, Coyne wrote, is needed to "place the industry in such a reasonable profit position as will permit it to survive and compete with its competitors."

Claims Gain for Treasury

Coyne emphasized the industry argument that repeal of the tax will "in fact, recoup for the Treasury more corporate and personal tax dollars than it will receive from admissions and other taxes if the downward trend is not stopped." He said this claim has not been refuted either by the Treasury or the Congressional Tax Committee.

RKO Meetings

(*Continued from page* 1)

at the New York Athletic Club. Representing the home office will be J. R. Grainger, president; Edward L. Walton, assistant to the president; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager; Nat Levy, Eastern and Southern division manager; William Clark, treasurer; Mervin Houser, Eastern advertising-publicity director; Dave Cantor, exploitation director; Harry Gittelson, sales administrative manager; Frank Mooney, North-South assistant sales manager and other executives.

Also, Morris Lefko, East-Central district manager; Dave Prince, Southern division (field) manager; Robert Folliard, Eastern district manager, and branch managers Max Westebbe, Albany; Davil Silverman, Pittsburgh; Jack Chinell, Buffalo; Joseph Brecheen, Washington; Hatton Taylor, Boston; Barney Pitkin, New Haven; Ira Stone, Atlanta; Cam Price, Jacksonville; Rovy Branon, Charlotte, and Charles Zagrans, Philadelphia.

New York exchange executives will include Leonard Gruenberg, Metropolitan district manager, and Phil Hodes and Herman Silverman.

Fight Medium

(*Continued from page* 1)

in favor of theatre television, it was pointed out in other quarters, is the New York blackout for home TV, the fact that the bout will be fought in a large outside arena and that if a theatre TV deal is concluded it will enhance the value of the fight film.

Preliminary negotiations for the bout already have been held between Theatre Network Television and the IBC. A spokesman for Box Office Television, Inc., the new TV programming firm, declined comment on whether BOT has made an offer to secure theatre TV rights.

Vistarama

(*Continued from page* 1)

process, which, like 20th Century-Fox's CinemaScope, utilizes anamorphic lenses in both filming and projection.

Dudley recently demonstrated Vistarama here, and in New York, Chicago and Detroit, with both 35mm. and 16mm. film, and presently is in discussion with several major studios and independent producers for its use. Unlike CinemaScope, which Vistarama dimensions and results most closely approximates, the Vistarama process may be given any coined name desired by the studio or producer leasing it, and Vistarama does not require script approval. Thus Warner Brothers, for instance, would be free to apply to it whatever variation of Warnerphonic it may choose.

Newsreels Hail

(*Continued from page* 1)

sponsored the bill that ended censorship; Eric Johnston and his Motion Picture Association of America staff and the Independent Theatre Owners of Ohio.

"We, the undersigned," the resolution said in part, "consider enactment of the Mosher bill another major step forward in the continuing campaign to eradicate from our land the evil of political censorship wherever it exists, and we pledge ourselves anew to aid this campaign in every possible way until complete freedom of the motion picture screen in the United States is achieved."

The resolution was signed by William B. Zoellner, M-G-M; Oscar Morgan, Paramount; Lem Jones, 20th Century-Fox; Irving Sochin, Universal, and Norman Moray, Warner Brothers.

Services for Wertime

COHOES, N. Y., July 19.—Funeral services were held here yesterday for Walter H. Wertime, Jr., owner of the Chester Theatre in Chestertown and the Regent in Cohoes, who died Thursday at Albany Hospital following a six-week illness.

AB-PT Divested 6 In Second Quarter

Six theatres of American Broadcasting-Paramount Theatres, five of which were wholly owned, were divested by the company during the second quarter of 1953, Leonard H. Goldenson, president, reported at the weekend to stockholders.

To complete the divestiture requirements of the consent judgment, Goldenson said the company still must divest itself of 34 wholly-owned and 42 partially-owned theatres.

AB-PT Profits

(*Continued from page* 1)

of 1952, net earnings were $1,459,000, including $538,000 from operations and the balance in capital gains.

In matching the corresponding periods, the company pointed out that operations of the American Broadcasting division are included in the consolidation commencing Feb. 10, 1953, while prior figures include the earnings of television station WBKB, Chicago, which was sold after the merger to comply with government regulations.

Goldenson Points to 3-D

Goldenson said that earnings from theatre operations for the quarter ran substantially ahead of the same quarter in 1952. In addition to the stimulation of box-office from 3-D and wide-screen films, he noted an increase in the number of good box-office pictures released in May and June this year over those in the same period last year.

The American Broadcasting division operated at a small loss for the second quarter, Goldenson said, but added that the ABC division has made good progress in the past few months and further steps are planned for the coming months to strengthen its position.

Shupert Joins ABC Starting Aug. 5

George T. Shupert will join the American Broadcasting Co., a division of American Broadcasting-Paramount Theatres, as vice-president of ABC syndication, a new division of the network.

Shupert, who will join ABC on Aug. 5, resigned as general manager of United Artists Television Corp., a position which he had held since Dec. 1952.

New Italian Film in Paramount Pact

ROME, July 19.—The Ponti De Laurentiis Studios here have begun production on a new color in Technicolor production, "Helen of Troy," which will include in its cast Silvana Mangano. "Helen of Troy" is part of an agreement between Ponti De Laurentiis and Paramount Pictures, which has a first option to distribute either in America or elsewhere throughout the world.

The Ponti De Laurentiis Studios are currently completing a Technicolor version of Homer's "Ulysses," starring Kirk Douglas, Silvana Mangano and Anthony Quinn.

Once again

LOOK TO WARNER BROS.
FOR THE NEW LOOK

To the members of the motion picture industry—worldwide—who rightfully look to Warner Bros. to make the firmest and surest advancements in modernizing our always improving techniques, this is the announcement of

WarnerSuperScope

This again confirms a confidence in pathfinding and leadership that began when the art and business of making motion pictures was very young.

For those who are concerned with the future aspect of the industry as well as the aspect ratio of the motion picture screen, we have never made an announcement of more importance.

WARNER BROS. PICTURES INC.

WarnerS

IS H

WarnerSuperScope is not a sudden discovery presented to meet a sudden new interest in the photographic shape of things to come.

Scope as a word and as a science is the result of a Warner research development long underway. That development is here and ready; perfected to the ultimate of modern scientific know-how for screen size, for clarity, for the closer-to-nature values it gives to WarnerColor and for the tonal enhancement of WarnerPhonic Sound so that WarnerSuperScope will be welcomed as a magnificent new sensation in the motion picture theatre.

WarnerSuperScope will play its full power and beauty on the largest screens in the largest theatres, or the next to largest screens, or the screens next in size — any size within the 2.66 to 1 ratio on which its photographing and projecting lenses are based. This emphatically is not a blown-up film but a complete new photographic and projecting process produced for us by Zeiss-Opton.

The sweeping trend, as we know it, is for bigger theatre screens. We are in step with that trend.

Our own Warner All-Media Camera is now ready to photograph the following productions in WarnerSuperScope, transporting the story to WarnerColor film for projection on every wide screen installation now in use or contemplated for the future: "A Star Is Born" starring Judy Garland; "Lucky Me" starring Doris Day; "Rear Guard" starring Guy Madison; the classic spectacle of "Helen of Troy"; the world-renowned stage hit, "Mr. Roberts"; and John Steinbeck's current best selling novel, "East of Eden" produced and directed by Elia Kazan.

WarnerSuperScope is not only super in size, but super in its anticipation of our industry's needs in production and exhibition for years to come.

Jack L. Warner

perScope

ERE !

Because we know the impact of an announcement of this kind and because we believe that action should accompany words — within the first few weeks of production we contemplate a world-wide WarnerSuperScope demonstration for press and exhibitors who share with us the will to make the motion picture industry thrive and prosper. We will show completed scenes precisely as they will appear on your screens.

This demonstration should run about ten minutes — nine minutes longer than anyone will need to realize what a sturdy and far-reaching contribution WarnerSuperScope makes to our business.

In line with our policy of concentrating only on the production and distributing phases of our business, and with no wish to enter into the separate field of selling theatre equipment, we will make WarnerSuperScope projection lenses available to exhibitors with each picture on a very nominal rental basis within reach of even the smallest theatre operator.

Apart from the screen the only equipment that exhibitors will need for the success of WarnerSuperScope is their own enthusiasm to recognize and exploit to the fullest Warner Bros.' latest contribution to our industry.

Benj. Kalmenson

All productions in

Warner SuperScope

will also be
photographed
by the Warner
All-Media Camera
in WarnerColor,
3D and 2D to meet
any desired aspect ratio, and
with WarnerPhonic Sound.

Harold Smith Serves As Paris Liaison For MPAA

PARIS, July 19.—Harold L. Smith, former foreign representative for the Motion Picture Association of America and the Motion Picture Export Association, has established a motion picture service in Paris to serve as a liaison for American film producers who contemplate production in France.

Smith currently is associated with Columbia Pictures, assisting in details concerning 3-D and stereophonic sound.

Preview and Party On Italian Ship

A preview of Paramount's "Roman Holiday" will be held tomorrow in the theatre of the new Italian liner, S.S. Andrea Doria, docked in New York. The preview will be followed by a cocktail party aboard ship. Guests will include trade press publishers and editors, newspaper columnists, radio commentators and representatives of the Italian Government.

Paramount executives scheduled to attend include Barney Balaban, Adolph Zukor, Russell Holman, Paul Raibourn, A. W. Schwalberg, E. K. (Ted) O'Shea and Jerry Pickman.

20th-Fox Meet

(*Continued from page* 1)

by the company's sales heads will be led by W. C. Gehring, executive assistant general sales manager, Arthur Silverstone, Eastern sales manager, and Edwin W. Aaron, Western sales manager.

Division managers attending will be Martin Moskowitz, Empire State; Glenn Norris, Atlantic; Tom McCleaster, Central; Peter Myers, Canadian; Moe Levy, Midwest; Harry Ballance, Southern, and Herman Wobber, Western. Also, Paul Wilson and Bryan D. Stoner, assistant Southern and Western division managers, respectively.

Branch managers attending will be Tom Gilliam, Chicago; Jim Connolly, Boston; Ben Simon, New Haven, and Abe Dickstein, New York.

From the home office, there will be Alec Harrison, Lem Jones, Frank Carroll, Jack Bloom, Morris Caplan, Roger Ferri and Dave Ornstein.

From the advertising and publicity staffs will be Rodney Bush, Abe Goodman, Ed Sullivan, Vic Sedlow, Martin Michel, Ed Solomon, and Ira Tulipan.

Tax Exemption

(*Continued from page* 1)

Chairman Reed (R., N. Y.) introduced in the repeal bill. The Treasury has asked for repeal of the present law, and the existing situation has also come under heavy fire from Hollywood unions who want to hold to a minimum the number of films made overseas.

The repealer is included in a 19-provision "omnibus" bill which the committee tentatively approved Friday. It will meet again early this week and formally report the bill to the House. Members hope the bill will clear both House and Senate before quitting time.

An attempt was made in the committee to continue the exemption for the first $15,000 or $20,000 of earnings, but this was defeated.

'Moon' Banned By Maryland Censor

BALTIMORE, July 19. — The Maryland State Board of Motion Picture Censors has rejected "The Moon Is Blue," United Artists' release, terming it "immoral, indecent and obscene."

Chairman Sidney Traub of the board said that if all the dialogue eliminations necessary to make the film acceptable were made the continuity would be completely destroyed.

ST. PAUL, July 19.—Purportedly basing its action on a review of "The Moon Is Blue" published in a local newspaper, members of the City Council instructed Anthony Quinn, city attorney, to ascertain what steps can be taken to ban exhibition of the film in St. Paul.

DETROIT, July 19.—Police Inspector Herbert Case and Commissioner Leonard withheld a decision on licensing "The Moon Is Blue" for exhibition here after attending a screening of the picture last week. Civic, Boy Scout and church leaders will be asked to see the picture at a subsequent screening and their reactions will be taken into account before a police ruling is made, it was said.

In addition, city ordinances covering film censorship will be studied to determine whether they apply to language in the film deemed by police officials to be objectionable.

UA Int'l Confab

(*Continued from page* 1)

session. One of the special guests will be Gary Cooper, star of U. A.'s "Return to Paradise."

Convention delegates will see U. A.'s latest 3-D production, "I, the Jury." Other pictures scheduled for screening are: "Melba," "The Moon Is Blue," "War Paint," "Burning Arrows" ("John Smith and Pocahontas"), "Genghis Khan," "Gun Belt," "99 River Street," "The Village," "The Fake," "The Girl in Room 17" ("Vice Squad"), "Treasure of Kalifa" ("Steel Lady"), and "Fort Algiers."

U. A.'s British delegation, led by Monty Morton, managing director, will include head office executives from London and branch managers and salesmen from the company's U. K. exchanges.

The Continental division will be represented by Charles Smadja, Mo Rothman and Walter Gray. Also attending will be U. A. managers, special representatives and distributors from France, Sweden, Switzerland, Denmark, Belgium, Italy, Germany, Norway, Finland, Holland, Spain, Portugal, Egypt, Israel, India and Australia.

Statement by Krim

President Krim's statement of greetings follows, in part:

"You are meeting at a significant moment in U. A.'s history and a critical point in the evolution of our business. The coming season will mark the 35th anniversary of our company at a time when the industry is undergoing a dramatic change from 2-D to 3-D, wide-screen, stereophonic sound and other technical advances.

"This transitional period offers both a challenge and an opportunity, which, I am confident, you men—and for that matter, our entire foreign organization—will meet with that measure of extra effort, enthusiasm and resourcefulness that the times call for and our company needs."

BURT LANCASTER
MONTGOMERY CLIFT
DEBORAH KERR
FRANK SINATRA
DONNA REED

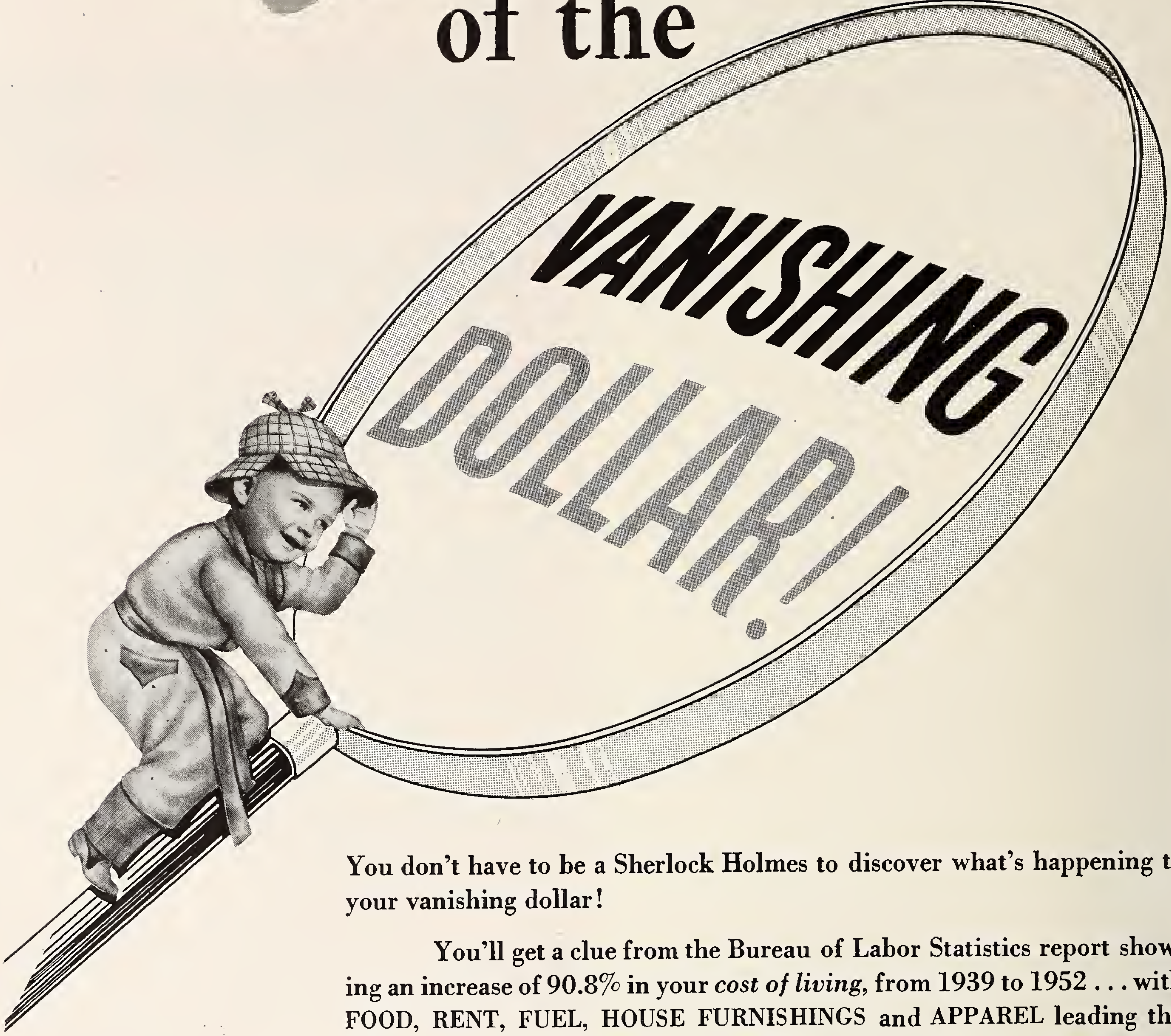
FROM HERE TO ETERNITY

BURT LANCASTER
as MILT WARDEN
"There was one thing
he wouldn't do —
even for a woman!"

A COLUMBIA PICTURE

SEE TOMORROW'S PAPER...

The *Case* of the



You don't have to be a Sherlock Holmes to discover what's happening to your vanishing dollar!

You'll get a clue from the Bureau of Labor Statistics report showing an increase of 90.8% in your *cost of living,* from 1939 to 1952 . . . with FOOD, RENT, FUEL, HOUSE FURNISHINGS and APPAREL leading the chase . . . and *another* clue in the Exhibitors Digest findings that the cost of Theatre Equipment and Supplies has risen an average of 98.9% since 1940.

You'd *really* need a magnifying glass . . . to discover the *negligible* increase, IF ANY . . . you've received from NSS during these same years of "*disappearing dollars*" . . . and *that's* the case in point.

Compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 14 NEW YORK, U. S. A., TUESDAY, JULY 21, 1953 TEN CENTS

House Passes Mason Bill; It's Up to Senate, Now

Ticket Tax Exemption Carried by Voice Vote; Measure Goes to Senate Today; To Be Referred to Finance Committee

By J. A. OTTEN

WASHINGTON, July 20. — With an absolute minimum of opposition, the House today passed the Mason Bill to exempt motion picture theatres from the 20 per cent Federal admissions tax.

Passage was by a voice vote, with a loud chorus of "ayes" and a small number of "nays." The bill now goes to an uncertain fate in the Senate.

Senate Finance Committee chairman Millikin (R., Col.) said he expected his committee would decide what to do about the bill later this week, probably right after it finishes its work on a pending customs bill. He refused to predict what action the committee would take, but did say that if the committee decided to go ahead with the bill, "hearings, if any, would be brief." He admitted that a major problem would be to hold off any

(*Continued on page 3*)

20th Promises CinemaScope Film Flow

Division Managers Told Of 4,000 Applications

Al Lichtman

A solid lineup of CinemaScope product will be available to exhibitors through the next year, Al Lichtman, director of distribution for 20th Century-Fox, told the company's division managers here yesterday at the opening session of a two-day sales meeting. He underscored this prediction with figures showing more than 4,000 applications for installation of CinemaScope equipment.

Recounting the history of the anamorphic lens and its acquisition by president Spyros P. Skouras late last year, he said he was particularly ap-

(*Continued on page 3*)

Theatres Selected for Para. 'Jubilee' Show

The theatres in 33 cities throughout the U. S. in which a three-feature all-day "Paramount Jubilee Show" will be held on Monday for exhibitors, representatives of the press and radio-TV, civic leaders and others, were disclosed here yesterday by A. W. Schwalberg, president of Paramount Film Distributing. The three pictures to be shown are "The Caddy," starring Dean Martin and Jerry Lewis; "Little Boy Lost," starring Bing

(*Continued on page 6*)

Re-elect McClanahan Kentucky ATO Head

LOUISVILLE, July 20.— Ralph E. McClanahan was re-elected president of the Kentucky Association of Theatre Owners at a meeting held here.

Also re-elected were: first vice-president, E. L. Ornstein; treasurer, C. R. Buechel; secretary, and assistant treasurer, Nell G. Borden; general counsel, Henry J. Stites.

Schine Divestiture Hearing Deferred Until Sept. 21

BUFFALO, July 20. — Federal Judge John Knight has postponed until Sept. 21 the hearing on an appeal of the Schine Circuit, Inc., to extend the time within which the corporation must dispose of 25 theatres by terms of a court decree of June 24, 1949.

The circuit, defendant in an anti-trust judgment, was ordered to dispose of 39 theatres within three years after the decree, but obtained one extension after the disposition of 14.

Judge Knight was asked to hear arguments on the motion, which also states that a request will be made to modify the terms of the decree ordering disposition of the theatres because of the present state of the industry.

NSS to Distribute 'Martin Luther'

Physical distribution of "Martin Luther," Louis de Rochemont Associates' feature, will be handled by National Screen Service exchanges, it was announced yesterday by F. Borden Mace, president of the de Rochemont organization. This marks the first time that National Screen has taken on the distribution of a feature film, having confined itself

(*Continued on page 6*)

Canada Sees Big $2,400,000 for Construction

OTTAWA, July 20.—Reflecting extreme optimism in the outlook for Canada's motion picture business despite the steady expansion of TV broadcasting in this country in 1953 and 1954, the Canadian government reports here that a mid-year survey of capital, repair and maintenance expenditures for theatres across the nation reveals 1953 outlays will total $5,000,000, including $2,400,000 for construction and $2,600,000 for equipment, compared with an estimated total of $2,800,000 made in the beginning of this year, with $1,500,000 for construction and $1,300,000 for equipment.

In 1952, expenditures totalled $4,600,000 including $2,500,000 for con-

(*Continued on page 6*)

Prolonged Session May Aid Tax Bill

WASHINGTON, July 20. — Reports that Congress might not be able to quit on schedule July 31 helped make today a pleasant one for the tax committee of the Council of Motion Picture Organizations.

Expansion of the President's list of "must" legislation to include a postal rate bill and several other measures gave rise to reports that Congress might have to work well into August. COMPO tax officials, who fear that one of the major hurdles for the Mason tax relief bill is lack of time, said that "another week or two wouldn't make us at all unhappy."

200% Foreign Gross Rise For UA in Six Months

(Picture on Page 3)

LONDON, July 20.—A rise of more than 200 per cent in United Artists' foreign gross for the first six months of the year over the comparable period of 1952 was reported here today by Arnold Picker, U.A.'s vice-president in charge of foreign distribution, at the opening day's session of the first inter-Continental sales convention in United Artists history, held at the Savoy Hotel.

In reporting the progress made in the foreign market, Picker paid tribute to the more than 100 members of the company's foreign organization representing 17 countries of Europe, the Middle East, Asia and Australia for the salesmanship and showmanship they have demonstrated in bringing U.A. to its present favorable position in the world market.

Robert S. Benjamin, chairman of the board of U.A., who is on hand for the proceedings, added his praise for the job done abroad and promised the sales organization a continuation of the product which United Artists has been able to deliver. He under-

(*Continued on page 3*)

Mason Bill Sponsor Misses House Vote

WASHINGTON, July 20.— Rep. Mason (R., Ill.) had to miss House approval today of his admission tax relief bill.

Mason was back home in Illinois, where he had gone to celebrate his birthday yesterday. A statement from him in support of the bill was read to the House by Rep. Lyle (D., Tex.).

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox will arrive in New York today by plane from Europe.

•

Elmer F. Lux, president and general manager of Elmart Theatres, has been endorsed for the Buffalo Mayoral nomination by the county executive committee of the Democratic Party.

•

Mary Lou Weaver, secretary to Ernest Sands, Warner branch manager in Cleveland, leaves there next month for a check-up at the Will Rogers Memorial Hospital.

•

Harry Fellerman, sales head of Universal-International's special films division, left here yesterday for Washington and Baltimore.

•

Darryl F. Zanuck, 20th Century-Fox studio head, was a dinner guest of President Eisenhower last night at the White House.

•

W. E. Carroll, Sr., head of the Falls City Theatre Equipment Co., Louisville, is celebrating his 40th anniversary in the industry.

•

Howard Dietz and Arthur Schwartz, lyricists of "The Band Wagon," are in Pittsburgh from New York.

•

Joseph Gershenson, head of the music department at Universal-International, has arrived here from Hollywood.

•

Silas F. Seadler, M-G-M advertising manager, has returned to New York from Hollywood.

•

Pandro S. Berman, M-G-M producer, will leave Hollywood within the next 10 days for London.

•

Lou Geiger, United Artists' salesman in Cleveland for 25 years, is now handling theatre bicycle promotion.

•

Lester Dowdell, Warner booker in Cleveland, is confined to Doctors Hospital there.

•

James Hill, of the Rialto Theatre, Bridgeport, and Mrs. Hill, are the parents of a baby boy born last week.

•

Mrs. Kate Treske, manager of the Lenox Theatre in Hartford, has returned there from Hollywood.

•

Bob Shapiro, executive manager of the Broadway Paramount, is vacationing at Miami Beach.

Variety Tribute to Tobin

BOSTON, July 20.—The Variety Club of New England has sent a contribution to the "Jimmy Fund"—in memory of the late former Secretary of Labor and ex-governor of Massachusetts, Maurice J. Tobin, who was an honorary member of Tent No. 23 for eight years and who made several personal appearances on behalf of Jimmy Fund drives.

'Labs' and Union to Meet on Thursday

At the suggestion of the IATSE, the employers' committee of Eastern laboratories and the negotiators for Local No. 702, representing technicians, will meet here on Thursday to iron out what may be the finel details on a new contract for employes.

It was reported yesterday that both sides in the controversy are optimistic over the possibilities of a settlement. Negotiations have been deadlocked since the union rejected the laboratories' offer of a 10 per cent wage increase. However, it was understood late last week that a compromise was in work.

Ellis Smith of DeLuxe Laboratories is chairman of the employers' committee, and George Waugh is chairman of the technicians' group.

Funeral Today for Depinet's Brother

GARDNER, Mass., July 20.—Funeral services will be held tomorrow for Fred E. Depinet, treasurer of O. W. Siebert Co., baby carriage manufacturers, who died here at the age of 66. He was the brother of Ned E. Depinet, consultant of RKO Pictures.

Depinet, in addition to his Siebert activities, was a director of American Fiber Corp. He is survived also by his widow, the former Marie R. Tubbs; a son, Fred E.; a daughter, Mrs. Harriet Crozier; a sister, Mrs. Charles Amerling of Upper Montclair, N. J., and three grandchildren.

Leventhal, Cartoons, 3-D Pioneer, Dies

Funeral services were held yesterday at Riverside Chapel for Jacob Leventhal, industry pioneer in both animated cartoons and 3-D films. As a member of the firm of Ives-Leventhal, he turned out 3-D pictures as early as 1924. His work on animated cartoons goes back to 1917. During World War I, Leventhal made a series of training films for the U. S. Army.

His widow, Elizabeth, and a daughter survive.

V. C. Barbecue Is Set for Tonight

New York Variety Club Tent No. 35 will hold its first Times Square barbecue in the club's headquarters in the Piccadilly Hotel tonight. Chief barker Edward Lachman reported yesterday that reservations had been made for 100 couples.

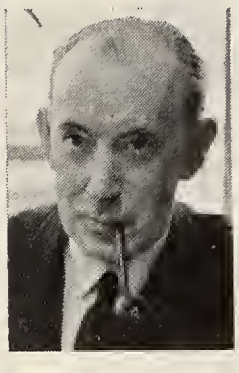
Free beer, Coca Cola, cold cuts, frankfurters and cigarettes will be supplied by B. Manischewitz, Hebrew National, Ballantine, Sabrett, Old Gold and the Coca Cola Co. Cy Seymour and Max Wolff are co-chairmen of the affair.

To Show Natural Vision

Natural Sound Corp. tomorrow will conduct a demonstration of its Natural Vision process at RKO's 81st Street Theatre here starting at 10:00 A. M.

Burnup Has Added Duties with 'News'

LONDON, July 20. — Peter Burnup, London editor of Quigley Publications, has been appointed film critic of "News of the World," British Sunday newspaper with the world's largest circulation, totaling some 8,500,000. Burnup has undertaken this work in addition to his activities for Quigley Publications. Prior to joining Quigley in 1944, he was special correspondent and film critic for several newspapers. His wife, Mrs. Hope Burnup, is London manager of Quigley Publications.


Peter Burnup

Burnup was a member of several committees concerned with the original British Film Quota Act.

U.K. Study of U.S. Film Grosses Off

LONDON, July 20. — Displeasure within the trade over publicity given to Cinematograph Exhibitor Association's recent survey revealing a high percentage of British films to have been unsatisfactory box-office attractions has resulted in killing CEA's plan to make a follow-up survey of the box-office performances of American films here.

D. J. Goodlatte of Associated British Cinemas and John Davis of the Rank Organization have withdrawn their representatives from CEA's bookers' committee. Thus, with 1,000 first-run houses refusing to collaborate, the planned appraisal of American films clearly is invalidated.

J. H. Lawrie of the National Film Finance Corp. also took exception to the CEA film appraisal, contending that some of the films which it had financed and which CEA listed as poor business-getters, actually did well at the box-office.

Services in Brookline For Eilenberg, 58

BOSTON, July 20.—Funeral services were held this morning at Levine Chapel in Brookline for Abner Eilenberg, 58, associated with Middlesex Amusement Co. and a stockholder in American Theatres Corp., who died suddenly on Friday at Massachusetts Memorial Hospital.

He leaves his widow, a son, Stanley, who operates three theatres, and a daughter, Marjorie.

'Cruel Sea' Is Dated

The American premiere of "The Cruel Sea," J. Arthur Rank production, will take place on Tuesday, Aug. 11, at the Fine Arts Theatre, New York.

Loew's Launches Its 'Jubilee' Here

Loew's launched its "Movie Jubilee" in front of Loew's State Theatre here yesterday with a caravan of floats and models dressed in swim suits atop the theatre's marquee. Each float "plugged" a picture soon to appear on Loew's screens.

Polly Bergen, star of M-G-M's "Arena," was mistress-of-ceremonies, opening the fanfare for thousands of noon-time strollers in Times Square. The pictures that were given a jubilee ballyhoo were Columbia's "Fort Ti" and "The Juggler," and M-G-M's "Dangerous When Wet."

Among those present were Hugh Owen and Sid Blumenstock of Paramount, Sidney Schaefer of Columbia, Charles Reagan, Oscar Doob and Dan Terrell of M-G-M, and Charles Moskowitz, Gene Picker, Charles Beigel, Ernest Emerling and Edwin C. Dowden of Loew's.

Emerling and his staff planned and executed the Jubilee idea.

Goldwyn Selling 'Hans' in Europe

PARIS, July 20. — Samuel Goldwyn is doing a selling job in behalf of his "Hans Christian Andersen" in European capitals.

Starting tomorrow, Goldwyn will meet the press in Munich. He then planes to Frankfurt where on Wednesday and Thursday he will be the guest at a number of industry receptions planned for him. He moves on to Zurich Friday and next week will visit Geneva, Bern and Lausanne.

Also on Goldwyn's schedule is a tour of Scandinavia and a return to Paris for the opening of "Hans."

Six Pages on 'Robe' In 'Life' Thursday

Twentieth Century-Fox's CinemaScope color in Technicolor production, "The Robe," will be extensively covered in the July 27 issue of "Life," on newsstands Thursday. Six pages of pictures and text with three in full color will be devoted to "The Robe."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT • NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

3 DIMENSION
"THE CHARGE AT FEATHER RIVER" WarnerColor
WarnerPhonic Sound
in person
LES PAUL & MARY FORD
ALAN DEAN
HERBERT and SAXON
BOBBY BRANDT
RUSS CASE AND HIS ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Mason Bill

(*Continued from page* 1)

amendments to give relief to other industries.

Sen. George (D., Ga.), ranking minority member of the committee, said he thought amendments could be defeated in the committee but that he was not so sure of what the outcome would be on the Senate floor. He also said that if Congress passed the bill, he did not see how the President "could sign it, after his fight for the excess profits tax."

The House took just 90 minutes to dispose of the bill, but close to 50 members either spoke in its behalf or inserted remarks in the Congressional Record supporting the measure.

Only three members spoke in opposition to the bill, the same three lawmakers who voted against it in the House Ways and Means Committee—Kean (R., N. J.), Holmes (R., Wash.) and Curtis (R., Mo.). A few other members voted "no on the final vote, but they could not be identified.

Rep. Judd (R., Minn.) said he could vote for the bill with a "better conscience" if it exempted only admissions of 60 cents or less, but that he nonetheless would support it as it was.

Committee Chairman Reed (R., N. Y.) told the House that the bill was made necessary by the "serious economic condition" of the industry. "Here is a tax," he declared, "that has clearly reached the point of rapidly diminishing returns." Noting objections that the committee should have held off action on the Mason Bill until it could have given relief to other industries, Reed said that "no other industry can show all the grounds for tax relief shown by this industry."

Cooper Gives Figures

Rep. Cooper of Tennessee, ranking Democrat on the Ways and Means Committee, said "There is no other industry on which excise taxes are levied which is being driven out of business by the excise tax." He cited the drop in admissions and corporate income tax collections from theatres.

Rep. Colmer (D., Miss.) called the bill the "answer to the prayer of the small-town exhibitor." Over 5,000 theatres have closed since 1946 and another 5,000 theatres will close in the next 12 months without tax relief, he said. Rep. Jackson (R., Calif.) pointed out that not only is the tax damaging theatre owners but indirectly it is equally hurting production. Rep. Gary (D., Va.) cited industry claims that the Treasury will lose more money if the tax is continued than if the tax is repealed.

Opposing the bill, Rep. Kean said that no theatre-goer would benefit in lower prices, that other industries had equally good cases for relief, and that the Treasury cannot afford the loss of revenue. Similar arguments came from Curtis and Holmes.

The House proceedings were watched with interest from the gallery by an exhibitor delegation including COMPO tax committee co-chairmen Col. H. A. Cole and Pat McGee, and also Sam Pinanski, Abe Berenson, Robert Coyne, Gaston Dureau, Lynn Smith and Wes Daniel.

At UA Meeting in London

Acme RadioPhoto

LONDON, July 20.—More than 100 members of United Artists foreign organization assembled here today at the Savoy Hotel for the company's first European sales convention in its 35-year history.

Above is a radiophoto of the company's top officials who attended: Left to right: Monty Morton, managing director in Great Britain; Robert S. Benjamin, chairman of the board; Arnold M. Picker, vice-president in charge of foreign distribution, who presided; Max E. Youngstein, vice-president; Charles Smadja, Continental manager.

200% UA Gross Rise

(*Continued from page* 1)

scored U.A.'s policy in this time of transition to assure that no screen anywhere in the world be "lost" to the industry by providing films for every taste and utilizing all technical developments.

Max E. Youngstein, vice-president, outlined the promotion and advertising programs now under way for product soon to be released abroad. He pointed to the results which have been achieved in the domestic market and urged that showmanship be the keynote in all the efforts of United Artists.

A statement of greetings from Arthur B. Krim, president of U.A., was read at the session.

Convention delegates will have their first chance to see U.A.'s latest 3-D production, "I, the Jury." Among other pictures scheduled for screening are: "Melba," "The Moon Is Blue," "War Paint," "Burning Arrows," "Genghis Khan," "Gun Belt," "99 River Street," "The Village," "The Fake," "The Girl in Room 17," "Treasure of Kalifa" and "Fort Algiers."

U.A.'s British delegation is led by Monty Morton, U. K. managing director.

Lou Weinberg's Son A U.S. Attorney

Arthur I. Weinberg has been appointed assistant United States Attorney for Massachusetts by U. S. Attorney Anthony Julian. Weinberg is the son of Mr. and Mrs. Louis Weinberg. His father is a sales executive with Columbia Pictures.

Weinberg is a member of the firm of Nathanson, Rudofsky, Lane and Andelman. When he assumes his new duties this month, he will give up his private law practice, as is customary.

N.Y. Mayor Umpires

A feature of the fourth annual outing of executives and employes of AB-PT and Brandt Theatres was a soft-ball game between representatives of both organizations which was umpired by Mayor Impellitteri of New York. The outing was held on the estate of Harry Brandt at Port Chester, N. Y., over the weekend.

RKO Board Will Meet on the Coast

J. R. Grainger, president of RKO Pictures, will leave here for Hollywood on Thursday for meetings with the RKO board of directors, following a sales conference scheduled to be held in New York today.

This is the first sales conference for field executives to be held in New York since Grainger took command of the company six months ago. Attending will be branch and district managers from the Eastern and Southern districts.

Edward Hurley, 58, Veteran Publicist

Edward Hurley, 58, veteran motion picture publicist and one-time short subjects producer, died on Friday in New York. Funeral will be held on Saturday. Hurley was in the industry for more than 30 years.

CinemaScope

(*Continued from page* 1)

preciative of the reception given the new medium by exhibitors and equipment manufacturers, who, in a short time, have tooled up to permit an increasing flow of lenses, the Miracle Mirror screen and stereophonic sound.

Lauds Four-Track System

Lichtman was highly enthusiastic about the new four-track sound system on film which the company has developed to do away with the problems of the so-called "double system." He told his sales staff that "The Robe" would be released only in the single system. He also told them of hearing the new sound system while in California a few weeks ago and of its great improvement over the old. In discussing the process which resulted in the narrowing of sprocket holes to accommodate the four tracks, Lichtman disclosed that the new sprocket holes will be suitable for all types of film.

He assured them that Bausch and Lomb are prepared to deliver 3,000 sets of projection lenses by the end of the year so several thousand theatres may be equipped for the new medium. He also stated that the new stereophonic sound reproducer is being prepared for shipment in September and that it can be mounted on present projectors. Lichtman further noted that 250 camera lenses will be available by the beginning of next month.

Describing the expanding production of Miracle Mirror screens, Lichtman said that leading circuits and independent exhibitors are ordering and installing screens at a rapidly increasing pace. He said that because of its 2-to-1 intensity and even diffusion of light throughout its entire surface, he believed the Miracle Mirror screen is the best on the market.

Predicts Reduced Costs

Lichtman, emphasizing that exhibitors ordering CinemaScope are buying a "vital" and new system of projection, not merely another screen and projection lenses, quoted that costs of CinemaScope equipment are being substantially reduced as production on a mass basis increases.

In addition to the pictures announced for CinemaScope production by M-G-M, Columbia, Walt Disney, Allied Artists, Bert Friedlob, Errol Flynn and Eugene Frenke, Lichtman said, the Ford Motor Co. will produce a special subject showing its 1954 line of cars and trucks for private showings to its dealers around the country.

M-G-M Will Have 7 Films on Broadway

With "The Band Wagon" currently at the Music Hall and "Ride Vaquero" at the Capitol, M-G-M has, or will have shortly on Broadway or in the vicinity, seven pictures in as many theatres.

The company's "Lilli" now is in its 19th week at the Trans Lux 52nd Street, while "Trader Horn" and "Sequoia" are running at the Globe. "Arena" will open at the State tomorrow, with "Dream Wife" starting at the Rivoli on July 29. "Main Street to Broadway" will start the latter part of this month at the Astor.

THE PARAMOUNT

MO

...IN 34 C

CITY	THEATRE	CITY	THEATRE
Albany	Delaware	Memphis	Idlewild
Atlanta	Tenth Street	Milwaukee	Varsity
Boston (Allston)	Capitol	Minneapolis	Loring
Buffalo	Cinema	New Haven	Crown
Charlotte	Dilworth	New Orleans	Imperial
*Chicago	Surf	New York City...Proj. Rm. 1501 B'way (9th fl.)	
Cincinnati	Hyde Park	Oklahoma City	Tower
Cleveland	Fairmount	Omaha	Dundee
Dallas	Capitan	Philadelphia	Arcadia
Denver	Esquire	Pittsburgh	Shadyside
Des Moines	Ingersoll	Portland	Laurelhurst
Detroit	Globe	St. Louis	Pageant
Indianapolis	Cinema	Salt Lake City	Villa
Jacksonville	San Marco	San Francisco	Nob Hill
Kansas City	Vogue	Seattle	Varsity
Los Angeles (Beverly Hills)	Beverly	Washington, D. C.	Circle
Houston	Ost	San Antonio	Josephine

*These trade showings will be held July 29th

THESE THREE IMPORTANT PICTURES ARE JUST A SAMPLE OF MANY OTHERS, INCLUDING

THE WAR OF THE WORLDS

Technicolor. Panoramic screen, stereophonic sound

THOSE REDHEADS FROM SEATTLE

3-D, Technicolor. Rhonda Fleming, Gene Barry, Agnes Moorehead, Teresa Brewer, Guy Mitchell, The Bell Sisters

BOTANY BAY

Technicolor. Alan Ladd, James Mason

FOREVER FEMALE

Ginger Rogers, William Holden, Paul Douglas

HERE COME THE GIRLS

Technicolor. Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin

FLIGHT TO TANGIERS

3-D, Technicolor. Joan Fontaine, Jack Palance, Corinne Calvet

ELEPHANT WALK

Technicolor. Elizabeth Taylor, Dana Andrews

RED GARTERS

Technicolor. Panoramic screen, stereophonic sound. Rosemary Clooney, Jack Carson

KNOCK ON WOOD

Technicolor. Danny Kaye

CEASE FIRE

Hal Wallis' 3-D production filmed on the Korean fighting front

WHITE CHRISTMAS

Bing Crosby, Donald O'Connor, Rosemary Clooney, Vera-Ellen

THE NAKED JUNGLE

Technicolor. Charlton Heston, Eleanor Parker

10 A.M.

2 P.M.

3:45 P.M

JUBILEE SHOW

NDAY, JULY 27!

TIES, AN ALL-DAY PARAMOUNT TRADE SHOW

We've got the big pictures you've demanded. Now it's up to you to come and see them, even if you haven't been to a trade show in years. Bring your family and friends with you to the Jubilee day of terrific attractions that are spreading boxoffice optimism throughout the entire industry!

. . "THE CADDY" · MARTIN AND LEWIS

Released in SEPTEMBER

. . "LITTLE BOY LOST" · BING CROSBY

Released in OCTOBER

. . WILLIAM WYLER'S "ROMAN HOLIDAY"

Released in SEPTEMBER

GREGORY PECK · AUDREY HEPBURN

"PARAMOUNT IS RED HOT!" SAYS DICK WILLIAMS, IN LOS ANGELES MIRROR—and this is confirmed by showmen now doing sensational business with current Paramount hits like STALAG 17—SHANE—SCARED STIFF—HOUDINI—SANGAREE

3-D Films for Homes By United World

United World Films, Universal affiliate, this fall will market 8mm. and 16mm. three-dimensional pictures for home projectors. In addition, the company is bringing out a toy type of viewer in which 50 feet of 3-D film can be seen through a device held in the hands and cranked.

James Franey, United World president, explained here yesterday that the red and green type of glasses that were used in early experiments in 3-D several years ago would be used for the home showings. Only one projector and one strip of film will be required.

The company will produce its own pictures for the home projectors and also for the hand device. Those made for the 16mm. projectors will be in sound. It is expected that the films will be ready for the home market in September or October.

Maas to Resume His Overseas Report

Irving Maas, Motion Picture Export Association executive, will give a further report on his overseas trip to foreign department managers here today. Labor negotiations, censorship and remittances will be among the subjects covered in his report.

Countries on which he will give a first-hand account are Indonesia, Formosa, Pakistan, India, Philippine Islands, Peru, Guatemala, Brazil, Israel, Holland and Belgium.

It is possible that France's agreement to MPEA president Eric Johnston's request for a four-month extension of the present films pact will be received in time to announce at today's meeting.

Rank Gives Notice To Studio Unions

LONDON, July 20.—Two weeks' notice of termination of employment has been issued by the Rank Organization to members of the Association of Cine and Allied Technicians and one week's notice to members of the Electrical Trades Union and National Association of Theatrical and Kine Employes, in consequence of the July 10 withdrawal of extras by the Film Artistes Association.

Rank's action, calculated to precipitate a decision in the dispute, will result in halting production on four films in work at the Pinewood Studios, unless a settlement is reached before the notices become effective. The dispute originated at M-G-M's Elstree Studio. Other producers now may have to follow Rank's action, even if the unions do not call a general strike.

Deadline for SAG Vote on 'Commies'

HOLLYWOOD, July 20.—The board of directors of the Screen Actors Guild has warned all Guild members that Wednesday is the deadline for receipt of ballots in a mail referendum on the question of whether the Guild should adopt a new bylaw banning Communist Party members from membership in the Guild. The board unanimously recommended adoption of the bylaw.

Reviews

"Latin Lovers"

(Metro-Goldwyn-Mayer) *Hollywood, July 20*

IT SEEMS a little strange to categorize this big, costly comedy conveyance for Lana Turner as a woman's-picture, audience-wise, but that's the way it shapes up. For despite a sterling cast, a magnificent color in Technicolor job, the peerless production by Joe Pasternak and the distinguished direction by Mervyn LeRoy, the outstanding reaction of a mixed preview audience at the Egyptian Theatre was the gasping admiration of the womenfolk for the star's attire. This fascination of fine clothes for the feminine population is the most readily exploitable aspect of a handsome, leisurely picture that contains a good many individually interesting items beyond the usual lane of travel but never generates a feeling of importance. Up with Miss Turner's name for billing a showman can place with assurance Ricardo Montalban's, Louis Calhern's, John Lund's, Pasternak's, LeRoy's and Technicolor's, an impressive lineup, but the picture is one to hit hard for a big opening and hope for a staying-power such as could come from womankind's addiction to finery.

The screenplay by Isobel Lenhart is a frankly superficial thing about a gal with $37,000,000 whose suitor with $48,000,000 can't quite get her to the altar, despite the best efforts of their respective psychoanalysts. He flies to Brazil for some polo and she follows, meeting up with Montalban, unhibited grandson of the uninhibited Calhern, whose casual pass at her segues to seriousness in short enough order. From there on the gal's obsessed with worrying about whether he and his forebears are interested in her for herself or for her money, and winds up, after innumerable switches, some of them amusing, some dull, by giving it to him so she won't have to worry about it any more.

Ricardo leads some Brazilian dancing, sings a song or so, and dances a samba with Miss Turner, but the musical phase of the picture is minor.

Calhern has the best of the dialogue, some of it a little loose for small ears. Likewise that of Eduard Franz and Dorothy Neumann, as psychiatrist and wife, whose relatively small screentime elicited warmer audience response than any other.

Frank Veloz—that would be of Veloz & Yolanda—staged the dances, a fact useful to an exhibitor making an advertising appeal to the dance crowd.

Running time, 104 minutes. General audience classification. Release date, Aug. 28. WILLIAM R. WEAVER

"I, the Jury"

(United Artists—StereoVision-3D)

THE POPULARITY of that dynamic private sleuth, Mike Hammer, whose adventures have been fictionized so successfully by Mickey Spillane, probably will be the principal factor in attracting the customers to "I, the Jury." However, the transference of Hammer from the printed page to the silver screen somehow misses its goal and the character seldom emerges as a convincing personality. On the other hand, inasmuch as 3-D is still in the novelty stage, the picture no doubt will get a good share of the curious public's money.

A flaw in the production appears to be the choppiness of some of the sequences. Often the thread of the story is lost and even in the final wrapup, the viewer is not exactly certain of the motivation of the murder which sets off the series of episodes.

Biff Elliot as Hammer makes his debut in this picture. At times he comes through with all the lustiness and vigor of Spillane's private eye, but at others he is forced to slip back into the routine role of just another detective.

Victor Saville produced the Spillane story, from a screenplay by Harry Essex, who also directed. The story is built around the efforts to find the murderer of Robert Swanger, a one-armed ex-policeman who became an insurance investigator. As Swanger had saved Elliot's life in World War II, Elliot vows vengeance and takes it upon himself to flush out the killer. To do this, he calls on each of the persons who had attended a party at which the victim had been a guest and this leads him to Peggy Castle, a psychiatrist; Alan Reed, an alleged art collector; Robert Cunningham, Reed's protege; Frances Osborne, Swanger's fiancee, and the amorous Seitz twins. Each has an alibi, but by deduction, Elliot boils it all down to the psychiatrist whom he ultimately has to shoot in order to save his own life. There are moments of suspense and fast action, some good fights and a sprinkling of romance. Preston Foster plays a police captain and Margaret Sheridan is Elliot's faithful assistant.

Others in the cast are Elisha Cook, Jr., Paul Dubov, Mary Anderson, and John Qualen.

Running time, 87 minutes. General audience classification. Release date, Aug. 14. AL STEEN

StereoVision-3D

The three-dimensional effects of "I, the Jury" are adequate, although the locales hardly justify the medium. There are a few sequences, especially a fight on the staircase of an old-fashioned office building, in which 3-D enhances the suspense and action. The images are sharp and the depths achieve their purposes. A. S.

Pizor Filmakers V. P.

HOLLYWOOD, July 20.—Filmakers, Inc., releasing organization, has named William Pizor vice-president in charge of foreign sales, with headquarters in New York.

Washington House Shuts

TONASKET, Wash., July 20.—The Chief Theatre here, serving this town and several nearby communities, has been closed by T. P. Smith, owner-operator.

'Jubilee'

(Continued from page 1)

Crosby, and William Wyler's "Roman Holiday," starring Gregory Peck and Aubrey Hepburn.

Wednesday, July 29, has been set for the "Jubilee Show" in Chicago, which will be the 34th city to have this presentation. The theatre selected in Chicago is the Surf.

The 33 theatres follow: Delaware, Albany; Tenth Street, Atlanta; Capitol, Boston; Cinema, Buffalo; Dilworth, Charlotte; Hyde Park, Cincinnati; Fairmont, Cleveland; Capitan, Dallas; Esquire, Denver; Ingersoll, Des Moines; Globe, Detroit; Cinema, Indianapolis; San Marco, Jacksonville; Vogue, Kansas City; Beverly, Los Angeles; Ost, Houston.

Also, the Idlewilde, Memphis; Varsity, Milwaukee; Loring, Minneapolis; Crown, New Haven; Imperial, New Orleans; Paramount home office preview theatre, New York; Tower, Oklahoma City; Dundee, Omaha; Arcadia, Philadelphia; Shadyside, Pittsburgh; Laurelhurst, Portland; Pageant, St. Louis; Villa, Salt Lake City; Nob Hill, San Francisco; Varsity, Seattle; Circle, Washington, and the Josephine in San Antonio.

In each of the 34 theatres, the show will be preceded by an introductory film in which Schwalberg, in highly optimistic terms, will describe industry prospects.

'Luther' to NSS

(Continued from page 1)

heretofore to servicing theatres with trailers and accessories.

Cresson E. Smith, general sales manager of de Rochemont, will continue to book "Martin Luther" in key locations for pre-release extended engagements. The film, which has had test engagements in Minneapolis, Houston and Hickory, N. C., goes into general release during the first week in September.

Pre-release dates on "Luther" have been set by RKO Theatres, with extended run engagements booked for Columbus, Cincinnati, Des Moines and Omaha.

Canada Sees

(Continued from page 1)

struction and $2,100,000 for equipment.

The significance of this latest survey is that the motion picture business plans to expand rather than contract in Canada despite ambitious plans for private and public TV stations to increase greatly their activities in 1953 and 1954.

'River' Is Strong in 2nd Chicago Week

CHICAGO, July 20.—The second week of "The Charge at Feather River" at the Chicago is reported to be heading for a gross of $50,000 after topping $70,000 for the opening week.

However, "Inferno," in its opening week at the Oriental, will do well to hit $25,000. This is disappointing, in view of the outstanding first-run grosses being registered by most 3-D pictures here, especially considering that "Inferno" is the first 3-D film to be shown on a wide-screen here.

Two world premieres of "Return to Paradise" and "I, the Jury," at the B&K State Lake and Chicago, are scheduled for this week.

In the THEATRE Equipment World . . .

. . *with RAY GALLO*

"UNI-MAX" is the trade-name of a new screen paint developed by the EPRAD Corp., Toledo, for either 2-D, wide-screen, or 3-D presentation. In announcing the new product, Al Boudouris, president of EPRAD, states it can be used for both indoor and outdoor theatres. The paint appears black, he explains, and does not reflect light from the sky but only projection light. This is said to enable drive-ins to show films from 15 to 30 minutes earlier. The paint was recently used on the screen of the Jesse James Drive-in at Toledo for a showing of "House of Wax."

•

Plastic covers for drive-in speakers and junction boxes to protect them during the winter months and thus eliminate the need for dismantling and reinstallation are now being marketed by the Central States Paper and Bag Co., St. Louis. The polyethylene plastic speaker covers resist cold down to 60° below zero, according to the company, and can be reused for several seasons. Drive-in operators who prefer to remove and store speakers during the winter can use the plastic bags to hold four each for protection against dust and dampness, the company points out.

•

A Motiograph stereophonic sound system will shortly be installed in the Strand Theatre, New Orleans, an operation of Joy Theatres, Inc., by the Hodges Theatre Supply Co. there. Other Motiograph installations set for the near future include the Legion Theatre at Gulfport, Miss.; the Grand, Donaldsville, La.; Grand at Thibodaux, La.; Oaklawn at Texarkana, Ark., and the Waterall at Prichard, Ala.

•

"The Popcorn Carnival," a giant summer promotion to stimulate the sale of popcorn in motion picture theatres throughout the U. S. and Canada, has been launched by the Popcorn Institute, Chicago, with the release to operators of special promotional material. It consists of streamers, pennants and backboard posters which can be placed throughout the theatre lobby and by the box-office as well as around refreshment stands.

•

To time the preparation at the drive-in refreshment stand of such hot cup foods as soups, chili, eggs, chocolate drinks and toddies, a new timing unit has been developed by Helmco, Inc., Chicago. Known as the "Hot Cup Timer" (Model HCT-1), the device can be set for any time from one to 10 minutes. When the warming time is up, a bell rings to notify the operator; and current cuts off to prevent overheating and eliminate scorched and wasted food and drinks. The unit is finished in baked enamel and plugs into any electrical outlet.

Johnston Gets Data On Film Center

A report on the New York Department of Commerce's project for a television and film production center here has been submitted to Eric Johnston, president of the Motion Picture Association of America, by Taylor Mills of the MPAA. Johnston currently is studying Mills' report.

Mills conferred recently with Frank Connaughton, of the N. Y. Department of Commerce, who outlined the project to the MPAA official. The City of New York is seeking to get major film companies to transfer a minimum of five per cent of their annual production program to the East.

From other sources it was reported that company executives are interested in the proposed center and are watching developments. However, there appears to be a reluctance to make a first gesture on the part of the studios, it was said.

Rhoden Sees Fewer Films, Mostly 3-D

KANSAS CITY, July 20.—The general production trend in Hollywood is in the direction of fewer, but bigger and more spectacular pictures, to be made almost entirely for three-dimensional or wide-screen exhibition, Elmer C. Rhoden, president of Fox Midwest Theatres, told members of the Rotary Club at a meeting held here in the Hotel Muehlebach.

Last year, said Rhoden, Hollywood studios produced 317 full-length films, against 369 in 1951. "This year," he added, "I see a maximum of 240 features produced."

Rhoden pointed to the increasing popularity of Biblical themes among the nation's audiences and stated that there now are more than a dozen in preparation on the Coast.

Astor Slates Bows For 2 Rank Films

Astor Pictures has scheduled American premieres within a day of each other for two features from the J. Arthur Rank Organization, U. S. distribution of which has been acquired by Astor.

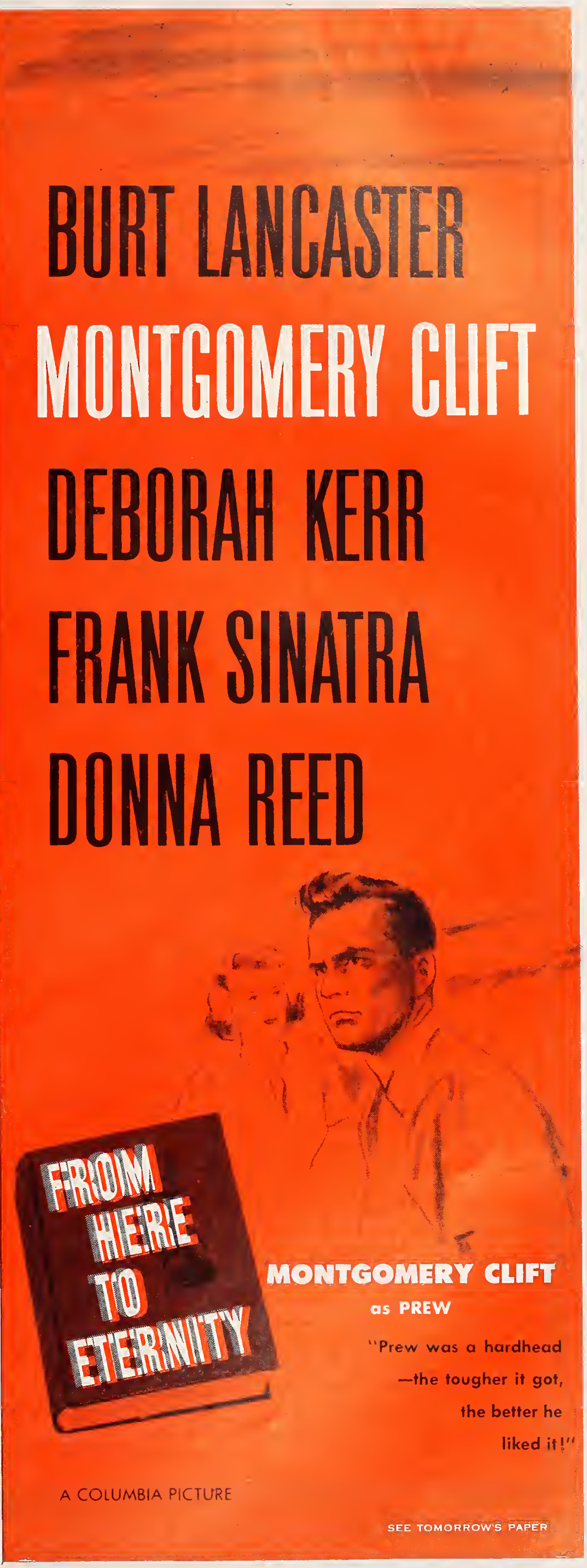
"It Started in Paradise" will make its bow at the Normandie Theatre on Friday, while "The Long Memory" will be given its American premiere at the Beekman Theatre on Saturday.

Freeman Presents Bob Hope to Scouts

HOLLYWOOD, July 20.—Y. Frank Freeman, chairman of the board of the Association of Motion Picture Producers, officially represented the industry at the Boy Scouts Jamboree encampment on "Hollywood Night" tonight, by introducing Bob Hope, who "emceed" the multi-starred entertainment program presented for 55,000 scouts attending the annual outing.

Mrs. Kagan Rites Held

CHICAGO, July 20.—Mrs. Rochelle Kagan, 29, daughter of Herman Busch, was buried here today at Rosemont Cemetery. Mrs. Kagan, who lived in Kalamazoo, Mich., is survived by her husband and two children, in addition to her father, who has been the Paramount film exchange projectionist for thirty years.



BURT LANCASTER
MONTGOMERY CLIFT
DEBORAH KERR
FRANK SINATRA
DONNA REED

FROM HERE TO ETERNITY

MONTGOMERY CLIFT
as PREW
"Prew was a hardhead
—the tougher it got,
the better he
liked it!"

A COLUMBIA PICTURE

SEE TOMORROW'S PAPER

WELCOME

BURT LANCASTER
"BRONCO APACHE" – color by Technicolor

HUMPHREY BOGART "BEAT THE DEVIL"
GARY COOPER "RETURN TO PARADISE" – color by Technicolor
KIRK DOUGLAS "ACT OF LOVE"
ERROL FLYNN "CROSSED SWORDS" and "THE STORY OF WILLIAM TELL" – both in Pathecolor
WILLIAM HOLDEN "THE MOON IS BLUE"
JOEL McCREA "SHOOT FIRST"
JOHN PAYNE "RAIDERS OF THE SEVEN SEAS" – color by Technicolor and "99 RIVER STREET"
GREGORY PECK "THE MILLION POUND BANK NOTE" and "THE PURPLE PLAIN" – both in color by Technicolor

not to mention ***MICKEY SPILLANE*** *"I, THE JURY"*

INTO THE COMPANY OF GREAT STARS

and

ELIA
KAZAN
"THE GOLDEN WARRIORS"

JOSEPH L.
MANKIEWICZ
"THE BAREFOOT CONTESSA"

ROBERT
ROSSEN
"ALEXANDER THE GREAT"

JOHN HUSTON "BEAT THE DEVIL"
ANATOLE LITVAK "ACT OF LOVE"
LEWIS MILESTONE "MELBA" – color by Technicolor
ROBERT PARRISH "THE PURPLE PLAIN" – color by Technicolor
OTTO PREMINGER "THE MOON IS BLUE"
MARK ROBSON "RETURN TO PARADISE" – color by Technicolor

INTO THE COMPANY OF GREAT DIRECTOR

In Stars, Stories, Writers, Producers, Directors . . .

THE BIG NEWS TODAY COMES FROM **UA**

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 15 NEW YORK, U. S. A., WEDNESDAY, JULY 22, 1953 TEN CENTS

U.S.Commerce Figures Reveal Tax Aid Need

B.O. Receipts, Profits, Dividends in New Drop

By J. A. OTTEN

WASHINGTON, July 21. — The Commerce Department today gave the industry some new statistical documentation to use in its fight for admission tax relief.

The Department released figures on the U. S. economy last year showing a further drop in box-office receipts, industry corporate profits, industry dividends, corporate sales and industry employes.

Officials of the Council of Motion Picture Organizations say that the trend has been accelerated since the start of the year, and has snowballed in recent months with theatre closings rising to record totals. Nonetheless, the Commerce figures, made public in the Department's July "Survey of Current Business" should give some official backing to industry claims.

While consumer spending on recrea-

(*Continued on page* 10)

Cole Expects Mason Bill Action Sans Amendments

WASHINGTON, July 21. — The Senate Finance Committee will report out the Mason admission tax relief bill before the end of this week, Col. H. A. Cole, co-chairman of the tax committee of the Council of Motion Picture Organizations, predicted today.

Moreover, he declared, the committee will report it without amendment. The Mason Bill would exempt motion

(*Continued on page* 4)

U. A. Territorial Meet in London

LONDON, July 21.—Following an all-day session at the Savoy Hotel, United Artists executives and some 100 members of the company's foreign organization assembled here for the first inter-Continental sales convention in U. A.'s history are meeting in territorial groups to discuss plans and programs for each area.

The meeting, with Arnold M.

(*Continued on page* 10)

Justice Dept. Negotiating 'Safeguards' Before Approving SW-Cinerama Deal

LOS ANGELES, July 21.—Stanley Barnes, Assistant U. S. Attorney General in charge of the anti-trust division, revealed here today that the Department of Justice has suggested "certain safeguards designed to make sure that Stanley Warner Corp.'s acquisition of Cinerama will come under the terms of existing laws" before granting the Department's approval of the deal.

Judge Barnes did not disclose what safeguards had been asked but indicated informally that if they are accepted the Department will have no objections to the deal. He said that discussions concerning the proposed "safeguards" are continuing in Washington. August 1 is the deadline for approval of the deal by the Department.

Judge Barnes is scheduled to leave here tomorrow for San Francisco, from where he will go to Seattle and St. Louis before returning to Washington between Aug. 5 and 8.

'U's' Production Pace and Policy to Be Maintained

HOLLYWOOD, July 21.—Present production levels at Universal-International Studio will be maintained at the same high tempo during the coming year, it was disclosed here yesterday at the conclusion of a series of policy conferences of the company's top executives. It was emphasized that there will be no change in production policies.

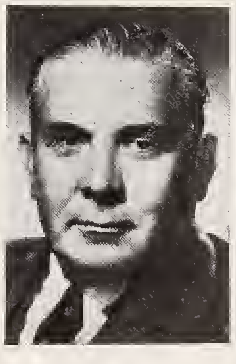
The meetings, in progress at the studio for the past two weeks, were attended by Milton R. Rackmil, president of the company; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president; David A. Lipton, vice-president, and James Pratt, executive manager.

"Production plans for the future have been so geared as to enable the studio to film every production for exhibition on the newly-developed widescreens," said the company. "In addition, selected pictures will be recorded with stereophonic sound whenever it is felt that such amplification will add to the dramatic impact of the particular production.

"As a result of the company's success with its first 3-D film, 'It Came from Outer Space,' the production

(*Continued on page* 4)

Britain's Interest In CinemaScope High, Skouras Reports



Spyros P. Skouras

England's reaction to CinemaScope has been greater than it was in the United States after the initial demonstrations, Spyros P. Skouras, president of 20th Century - Fox, said here yesterday upon his return from Europe. Skouras predicted that 1,000 British orders will have been received by the end of this month. This is a faster rate than those received in this country in the period immediately following the first showings, it was stated.

Skouras termed the announcement of Warner Brothers' anamorphic process as a fine thing for the industry, saying that it endorsed his company's thinking as to the potential value of the CinemaScope screen width.

Skouras reported that he had set up manufacturing deals in foreign countries for the production of CinemaScope lenses, the Miracle Mirror screen and stereophonic sound, paying tribute to the technical skill

(*Continued on page* 4)

Distributors Named In $21,450,000 Trust Suits

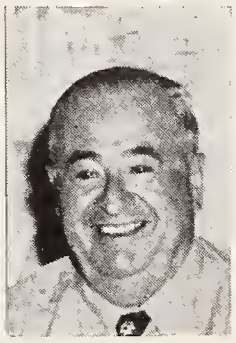
Nine anti-trust suits seeking triple damages totalling $21,450,000 were filed in New York Federal Court yesterday by affiliates of Raybond Theatres. In a previous group of suits, other companies associated with Raybond filed anti-trust complaints for damages totalling $19,350,000 on June 9, making a grand total of $40,800,000 in suits by the Raybond companies.

As in the other suits, the major companies are named as defendants in

(*Continued on page* 10)

13-Film Slate In 6 Months From RKO

Grainger Reviews First Half Year as President



J. R. Grainger

In a review of RKO Radio's operations during the first six months of his presidency, James R. Grainger yesterday revealed a 13-picture schedule for the balance of the year in an address here before the company's Eastern and Southern field executives, with general sales manager Charles Boasberg presiding. Eleven of the pictures will be in color by Technicolor.

The sales meeting, held at the New York Athletic Club, was the first to take place here since Grainger became head of the company last February. Similar sales meetings will be held in Chicago Aug. 17 for the Midwest, and

(*Continued on page* 10)

20th Sales Heads Hear 'Robe' and Release Plans

Promotional campaign plans for "The Robe" and distribution schedules for product between August and December were outlined to 20th Century-Fox's domestic and Canadian sales heads here yeesterday by Charles Einfeld, vice-president, and Al Lichtman, director of distribution.

The handling of the initial CinemaScope release, Einfeld

(*Continued on page* 10)

Stanley Warner to Meet Here Today

A two-day meeting of Stanley Warner field men and home office executives will be held here in the Warner Building today and tomorrow.

Simon H. Fabian, president, will preside and those present will include: Home office executives: Sam Rosen, Harry M. Kalmine, Nat Lapkin, David Fogelson, Miles Alben, James

(*Continued on page* 4)

Personal Mention

ALFRED DAFF, executive vice-president of Universal, returned here yesterday from Hollywood.

•

BARRIE RICHARDSON, of Warner Brothers home office publicity department, and MRS. RICHARDSON became the parents this week of a boy.

•

JACK GRANARA, head of tie-ups in the RKO Pictures studio in Hollywood, and MRS. GRANADA are the parents of a boy born last week.

•

EVA URDANG, secretary to M. B. HORWITZ, president of the Washington Circuit, has returned to Cleveland following a three-month illness.

•

HERMAN RIPPS, assistant to J. P. BYRNE, Eastern sales manager of M-G-M, will leave here today for Gloversville and Albany.

•

WILLIAM D. KELLY, head of M-G-M's print department, has returned from a New England vacation tour.

•

NORTON V. RITCHEY, president of Allied Artists' foreign subsidiary, will leave New York on Monday for London.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, is due in New York from the Coast today.

•

BARNEY BALABAN will return to New York from Hollywood this weekend.

Quigley, Jr., to Talk At Art Symposium

Martin Quigley, Jr., editor of "Motion Picture Herald," will be the guest speaker at the Communication Arts Symposium to be held at Fordham University, New York, tomorrow. His talk is entitled, "New Screen Techniques and Ancient Moral Questions." Quigley is to be introduced by Rev. John W. Kelly, S.J., chairman of the Fordham University Department of Communication Arts, which includes courses in journalism, radio, television and motion pictures.

Variety's Barbecue At New York Tent

More than 150 members of the New York Variety Club and their guests attended the tent's first barbecue in its headquarteres at the Piccadilly Hotel last night. The menu consisted of frankfurters, cold cuts, beer, Coca Cola and other picnic fare.

'Knockout Parade' Debut

Joe Roberts' production of "Knockout Parade," featuring footage from five top fights, will open on Friday at New York's 49th Street Trans Lux and at San Francisco's Telenews.

Reviews

"The All-American"

(Universal-International)

HERE is an October release on which exhibitors should be able to cash in when the gridiron season is nearing its peak. Although formula in some of the developments, especially in the winning of the big game in the last few minutes of play, the picture has sufficient new ingredients to please both followers and non-followers of the game.

Tony Curtis gives a smooth performance as the grid player who, having been named an All-American at Mid-State, quits the college and enrolls at Sheridan after his parents are killed in a car accident on their way to see him play. At Sheridan, Curtis shuns football, preferring to concentrate on his studies in architecture, but he eventually is drawn back into uniform through the influence of Lori Nelson, secretary to Paul Cavanagh, the dean of men. Shortly before the big game, Curtis is suspended for what appeared to be a barroom brawl, but he is vindicated through Mamie Van Doren, a waitress, and gets into the game to quarterback the final minutes, allowing his erstwhile adversary, Richard Long, to snatch the winning forward pass.

Producer Aaron Rosenberg and director Jesse Hibbs were All-Americans at the University of Southern California and their knowledge of the game is reflected in the unfolding of the story.

The audience reaction at a sneak preview in New York was enthusiastic, the fans showing spontaneous interest throughout; that's a good recommendation in itself. The collegiate atmosphere is not overdrawn and the characters are believable. A face familiar to TV audiences is that of Herman Hickman, who plays the role of the football coach.

Others in the cast are Gregg Palmer, Stuart Whitman, Jimmy Hunt and Frank Gifford.

Running time, 83 minutes. General audience classification. For October release.

AL STEEN

"Northern Patrol"

(Allied Artists)

CHINOOK, in his distinguished career, has triumphed over many insurmountable obstacles, but the cards are stacked against him in this picture. Some youngsters, big-hearted where dogs are concerned, may possibly go along with Chinook on this one, but the production offers nothing to increase their numbers.

The dog goes through his paces with the usual obedient aplomb, but there is little for him to do, and relatively little footage to do it in. On the other hand, there are more two-legged performers than usual, using more footage than usual, and there are three or four story lines, instead of the usual one, none of the three or four leading anywhere importantly, and all of them routinely handled. Two of the characters involved in the confused narrative —a murderous drunk and a sexy gun-girl—have no proper place in a picture dependent on kids and dog-lovers for support.

In the scrambled script by Warren Douglas, based on a story by James Oliver Curwood, Chinook and his Northwest Mounted Police master, Kirby Grant, find a man who seems to have hung himself, after penning a suicide note, right in the midst of cooking himself dinner. Grant deduces instantly that the man was murdered and sets out to discover by whom and why. An extensive succession of remarkably unconvincing occurrences are filmed before he succeeds.

Lindsley Parsons produced, with Ace Herman in association, and Rex Bailey directed.

Running time, 63 minutes. General audience classification. Release date, July 12.

WB Confab Starts in Philadelphia Today

PHILADELPHIA, July 21.—A two-day meeting of Warner Brothers' Central sales district will open here tomorrow under the chairmanship of Jules Lapidus, Eastern and Canadian division manager. Fall and winter product and WarnerSuperScope, the company's newly-developed wide-screen process, will be discussed.

Attending will be William G. Mansell, Central district manager, and branch managers James Abrose, Cincinnati; Ernest Sands, Cleveland; Claude W. McKean, Indianapolis; Charles Beilan, Philadelphia, and Jerry Wechsler, Pittsburgh.

Home office executives present will include Norman H. Moray, short subjects sales manager; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges, and Robert A. McGuire, auditor of exchanges.

Overseas Managers Here for U-I Talks

Arthur Doyle, Universal-International manager in Japan; Emanuele Zama, head of the company's office in Italy, and James Alexander, of the Uruguay branch, have arrived in New York for a series of conferences with Alfred E. Daff, executive vice-president, and Americo Aboaf, foreign general sales manager.

Following the home office meetings the three will vacation briefly before returning to their respective posts.

Walkout of British Extras Is Settled

LONDON, July 21.—The studio extras' dispute which halted M-G-M production at Elstree and led to the Rank Organization giving layoff notices to employes at Pinewood was settled here today. Under the agreement, 119 of 220 original strikers at the M-G-M studio will receive 21 shillings per day over the fixed scale of two guineas per day for extras.

The cases of the others will be considered "critically" by a joint employer-employe panel. It is anticipated that all studios here will be working normally again by tomorrow. The British Film Producers Association had sided with M-G-M in the dispute and barred the striking extras from obtaining employment at other studios. The Film Artistes Association, the extras' union, ordered a protest strike which slowed production at all studios.

Commenting on the settlement, M-G-M officials denied that it signified any retreat on the part of the company which, they said, was willing at all times to submit the dispute to arbitration, while objecting strongly to the extras' breach of a standing agreement and their resort to strike action.

The strike originated with extras who were required to wear armor on the set of M-G-M's "Knights of the Round Table." They asked an increase of one guinea per day and struck last month when the demand was refused.

30-Million Readers Seen for 'Annual'

Climaxing a year-round program of editorial features on motion pictures, "The American Weekly" will publish its second yearly "Movie Annual" on Sept. 13. The publishers estimate that 30,000,000 persons will see it.

Timed to appear during a period when most studios will have major productions in circulation or close to release date, the feature will contain up-to-the-minute pictorial and editorial material, including reviews of current films, previews of new pictures, news concerning the stars and information regarding technological developments.

Corkery Back From Rio This Week

Robert Corkery, assistant vice-president of the Motion Picture Association of America, is due in New York this week from Rio de Janeiro where he has been representing the MPAA in regard to the remittance of $9,000,000 in blocked currency.

While the MPAA here yesterday had no official information on the progress of the negotiations, it was believed that Corkery's return was significant of success.

Meanwhile, Irving Maas of the Motion Picture Export Association, gave a report here yesterday to foreign department managers on his recent world tour.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

One good Turner deserves another...

M-G-M's

LATIN LOVERS

TECHNICOLOR

Note! "BAND WAGON" continues record-breaking run at Music Hall, N.Y.

The Bad and Beautiful Girl has done it again in a racy, deluxe musical of romantic Rio and its gay life!

M-G-M presents In Color by Technicolor "LATIN LOVERS" • Starring Lana Turner Ricardo Montalban • John Lund • Louis Calhern • with Jean Hagen • Eduard Franz • Screen Play by Isobel Lennart • Music by Nicholas Brodszky • Lyrics by Leo Robin • Dances Staged by Frank Veloz • Directed by Mervyn LeRoy • Produced by Joe Pasternak

Incentive Bonus For ABC Workers

LONDON, July 21. — A bonus incentive scheme to increase the circuit's business has been announced by Associated British Cinemas for all of its employes.

Under the plan, each employe's salary will be increased by the same percentage of increase achieved by a theatre during the year.

Cole Expects

(*Continued from page* 1)

picture theatres from the 20 per cent Federal admission tax.

Cole admitted he was climbing a little out on a limb with these predictions, but said he thought the limb would hold up. More than 75 exhibitors from some 25 states are in town or coming to town to contact their Senators personally and get them active in the fight for the bill.

Members of the Senate Finance Committee said they thought the committee might get to the bill tomorrow if the members finish work early enough on a Customs simplification bill which they have been voting on for the past few days. In any event, they said, they thought the Mason Bill would come right after the Customs Bill, whenever the latter is finished.

Hearings Unlikely

Indications are right now that the Senate committee will not hold hearings on the Mason Bill but will merely consider the bill and vote on it on the basis of the House hearings and whatever information the members get privately from the industry and the Treasury Department.

Exhibitors contacting Senators are making two pleas, it was learned. They are asking the Senators to get the bill out of committee and up on the floor, and they are asking that all amendments be opposed on the ground that amending the bill will kill its chances for enactment this year.

Long in UA-TV Post Succeeding Shupert

Frederick A. Long, director of radio and television for the Geyer Advertising Agency since 1946, has been named vice-president and general manager of United Artists Television Corp., U. A. subsidiary. He succeeds George T. Shupert, who resigned last week to join American Broadcasting as vice-president of syndication, a new division of the network.

Reviews

"White Goddess"

(*Lippert*)

AIMED at the juvenile trade, this is another tale of the jungle with a routine plot. It tells how Jon Hall returns to his birthplace in Africa to do research on medicines that are supposed to be keeping a "white goddess" eternally young.

Hall and his friends run into all sorts of savage tribes, one belonging to the lady of the title, another a rival of the first group. What with shuttling back and forth between the two, Hall and his buddies lead a rather adventurous, if monotonous existence. The goddess turns out to be a "phony," as expected, and a thief and gets her proper deserts.

Hall returns to his favorite cinema haunt, the jungle, and the results are average. His performance, as well as those of the others, lack lustre. The usual stock shots of jungle flora and fauna are integrated in the footage, none of which is overwhelmingly original.

Rudolph Flothow produced and Wallace Fox directed, from a screenplay by Sherman L. Lowe and Eric Taylor. The film is an Arrow production.

Others in the cast are Ray Montgomery, M'liss McClure, Ludwig Stossell, James Fairfax, Joel Fluellen, Darby Jones, Lucian Prival, Robert Williams and Millicent Patrick.

Running time, 73 minutes. General audience classification.

"Ghost Ship"

(*Vernon Sewell-Lippert Pictures*) *Hollywood, July* 21

PRODUCED in England with an English cast that is quite capable, this maritime mystery is adult-fare, having as its basis infidelity as the cause of murder. Herman Cohen was the importer of Vernon Sewell's production; the latter also wrote the modern ghost-story, and directed. The dialogue is commendable, being lucid and clearly-spoken. On the over-all, "Ghost Story" is satisfactory average entertainment.

Most of the proceedings occur at mooring and principally concern the premise that a medium put in a trance can tell you what occurred in a given place at an un-given time in the past. The story opens with a young couple buying a steam yacht, reportedly haunted, tidying it up, scoffing at rumors of ghosts seen aboard, and later coming to accept the rumors on the testimony of their own senses. Summoning a professional ghost-cracker from the Institute for the Investigation of Psychic Phenomena, who brings along a medium to assist him, they learn from the latter's mumblings while in a trance that the last unfrightened owner of the ship killed his unfaithful wife and her lover, whom he had decided to kill for the usual reasons, and that their bodies are still concealed below the floor boards. The IIPP man explains everything else, too, about as convincingly.

The principals are Dermot Walsh, Hazel Court, Hugh Burden, John Robinson and Mignon O'Doherty. Others are Joss Ambler, Joan Carol, Hugh Latimer, Laidman Brown, Meadow White and Pat McGrath.

Running time, 70 minutes. Adult audience classification. July release.

CinemaScope

(*Continued from page* 1)

of European craftsmen who are gearing themselves for rapid production of the CinemaScope equipment.

During his trip Skouras made deals with German and Italian equipment manufacturers to produce the various components of CinemaScope.

Starting Aug. 14, Skouras said that demonstrations of CinemaScope will be held in principal European cities to give exhibitors throughout the continent an opportunity to see the new process.

Skouras visited Germany, Belgium, Holland, Switzerland, France and England.

AMERICAN
to CHICAGO
3 hrs.
20 min.
NONSTOP
EVERY HOUR ON THE HOUR

'U' Production

(*Continued from page* 1)

program will include a number of major releases filmed in the new three-dimensional medium," it was said.

"Wings of the Hawk," filmed both in color by Technicolor and 3-D, goes into release in September with a cast headed by Van Heflin, Julia Adams and Abbe Lane.

"The Glass Web," starring Edward G. Robinson, John Forsythe, Marcia Henderson and Kathleen Hughes, is now before 3-D cameras and is scheduled for late fall release.

"Son of Cochise," also in Technicolor and 3-D, is being filmed on location at Moab, Utah, and is scheduled for release early next year.

A number of other 3-D properties also are being prepared for early production. "All new technical developments and new techniques both in production and projection are being closely scrutinized by the company, which is also continuing its own research work in these fields. As new methods are developed and found feasible, they will be adapted for use by the company," it was stated.

Santis Plans Color Film

Giuseppe De Santis, Italian director of "Bitter Rice" and "Rome, 11 O'clock," now is planning "Days of Love," a color film depicting life among poor farmers, it has been reported here by Italian Films Export.

U.K. Circuit Plans 3-D in 100 Houses

LONDON, July 21. — Associated British Cinemas plans to equip up to 100 theatres with 3-D for the release of Warners' "House of Wax" following what is described as outstanding business in pilot runs at Birmingham, Brighton and Dublin. The film is now in its 11th week at Warners' Leicester Square Theatre here.

RCA is providing stereophonic sound equipment which is mobile and can be sent from theatre to theatre for "Wax" screenings.

Stanley Warner

(*Continued from page* 1)

Brennan, Nat Fellman, Gio Gagliardi, Harry Goldberg, Herman R. Maier, Frank Marshall, W. Stewart McDonald, Bernard Rosenzweig, Carl Siegel, Fred Stengl, Oan Triester, Ben Wirth.

Zone managers: Alfred D. Kvool, Milwaukee and Chicago; Moe A. Silver, Pittsburgh and Cleveland; Harry Feinstein, New Haven; Frank Damis, Newark; Ted Schlanger, Philadelphia; George A. Crouch, Washington; Ben H. Wallerstein, Hollywood.

Film buyers: John McKenna, Newark; Joe Minsky and Larry Lapidus, New Haven; Alex Halperin, Chicago; Ted W. Cornell, Milwaukee; Ted Minsky, Philadelphia; Saul Bragin, Pittsburgh; Joe Weinstein, Cleveland; L. F. Ribnitzki, Washington; Leo Miller, Hollywood.

Also, Charles Smakwitz, Albany; James Totman, New Haven; Dick Wright, Cleveland; Ben Steerman, Pittsburgh; I. H. Barton, Milwaukee and Chicago; George J. Izenberg, Newark; Herman Levine, Philadelphia; Phil Zimmerman, New Haven; A. Julian Brylawski, Washington; D. Leonard Halper, Hollywood.

Vistarama Lens Soon In Full Production

HOLLYWOOD, July 21.—Vistarama projection lenses affording 2.66-to-1 aspect ratio will begin coming off the production line in a fortnight, Vistarama president Carl Dudley has disclosed, and will be offered exhibitors at an estimated $1,000 each, although this figure cannot be stabilized until manufacturing is in full swing.

The lenses are compatible with WarnerSuperScope and CinemaScope, Dudley said.

The disclosure that the company will supply projection lenses, as well as camera lenses for theatrical use, represents a partial reversal of the original Vistarama plans, which provided for the supplying of anamorphic lenses of both kinds in the 16mm. field but for the furnishing of photographing lenses only in the 35mm. market.

Dudley said that Vistarama lenses will be sold to exhibitors outright, with no restrictions placed on their use.

Alabama Receipts Off

BIRMINGHAM, Ala., July 21.—Alabama theatre receipts for April, 1953, were 4.1 per cent under those of March, 1953, according to the University of Alabama's Bureau of Business Research.

"ALL I DESIRE"

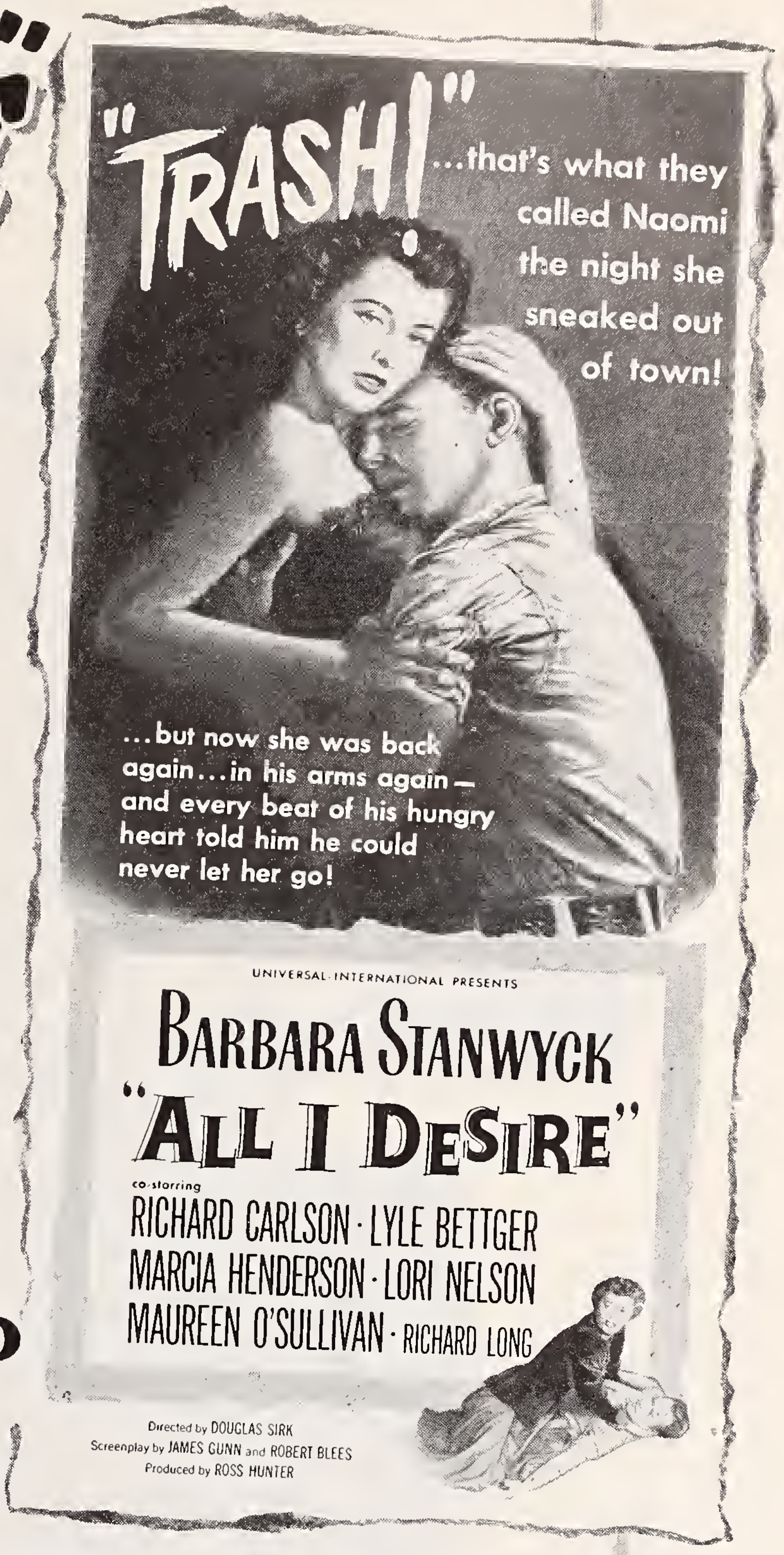
...IS EVERYTHING SHOWMEN DESIRE ...MATCHING THOSE BIG GROSSES OF "BECAUSE OF YOU" IN THE FIRST 29 CITIES... *Including*

PHILADELPHIA...RICHMOND

SYRACUSE...LOS ANGELES

NEW BEDFORD...BIRMINGHAM

NEW HAVEN...PROVIDENCE



"TRASH!" ...that's what they called Naomi the night she sneaked out of town!

...but now she was back again...in his arms again—and every beat of his hungry heart told him he could never let her go!

UNIVERSAL-INTERNATIONAL PRESENTS

BARBARA STANWYCK

"ALL I DESIRE"

co-starring

RICHARD CARLSON · LYLE BETTGER

MARCIA HENDERSON · LORI NELSON

MAUREEN O'SULLIVAN · RICHARD LONG

Directed by DOUGLAS SIRK

Screenplay by JAMES GUNN and ROBERT BLEES

Produced by ROSS HUNTER

and that's **BIG BUSINESS!**

...of course its from U-I

Universal International

here's ENTHUSIASM

The AMERICAN

Enough people to fill Radio City Music Hall . . . every seat, every performance, every day, for the next 3½ years

. . . WILL SEE, WILL READ

The AMERICAN WEEKLY movie annual

IN THE ISSUE OF SEPTEMBER 13

for the Movies!

For the second consecutive year, the Movies will dominate an issue of The American Weekly.

Timed to appear September 13, when most studios will have major productions in circulation or nearing release, The American Weekly Movie Annual will deliver to its vast audience the largest amount of top-flight pictorial and editorial movie material ever distributed to so huge circulation at one time.

Over 30,000,000 *eager readers will feel the impact!*

Yes, here's enthusiasm for the motion picture industry. Sparkling reviews of its current hits. Selling previews of new pictures! News about its stars! About its artistic and technological triumphs! About every phase of this vital form of entertainment to fan the flames of its popularity.

It will be the high-point in The American Weekly's year-round program of editorial features on the movies. A promotional bombshell for the industry.

Last year, we printed 600,000 extra copies of our Movie Annual for exhibitors to distribute in their communities (they asked for and paid for them). This year, we expect special print orders to exceed a million!

This is the red-hot comet to hitch your promotional wagon to! *Time:* September 13. *Place:* The American Weekly Movie Annual. Forms close August 3.

*ENTHUSIASM *is interest raised to the buying pitch!*

WEEKLY *63 Vesey Street, New York 7, N. Y.*

Levy Says Grosses Are Up Generally

MINNEAPOLIS, July 21.—Theatre grosses are on the upswing and are running strong on a comparative basis, M. A. Levy, Midwest district manager for 20th Century-Fox, said here, following a visit to other branches under his supervision.

"The only real weak spots in an otherwise strong box-office picture are the neighborhood theatres in Minneapolis and Milwaukee," Levy said, adding that Kansas City and even St. Louis are showing strength in the suburban runs."

"Titanic" Strong

Levy said he "could not positively" put his finger on the cause of poor neighborhood business in Minneapolis and Milwaukee because a checkup indicates each city has a different version of its neighborhood problems. The 20th-Fox district manager pointed out, however, that recently "Titanic" played the Minneapolis neighborhoods to "very good business, which may be an indication of better times ahead for suburban runs."

Television is still making itself felt at the box-office, in the opinion of Levy, but he attributed the sharp upsurge in loop grosses to a drop in TV interest and "excitement created by publicity and exhibition of the new processes of projection."

Brandt Chairman of Tucker Testimonial

Harry Brandt, president of the Independent Theatre Owners Association, has been designated chairman of the "Golden Jubilee" dinner honoring Sophie Tucker to be held at the Waldorf-Astoria Hotel here on Oct. 4. The dinner will be sponsored by the Jewish Theatrical Guild and will benefit five other theatrical charities.

Palmer Productions Formed on Coast

HOLLYWOOD, July 21.—Cap Palmer Productions has been formed here by Charles (Cap) Palmer to make industrial, documentary and theatrical releases. He will devote approximately half of each year to entertainment-type features and the other six months to industrials. Palmer is now in New York.

100 1st-Runs for 'Wagon'

More than 100 first-run engagements for "The Band Wagon" have been set by M-G-M starting the first week in August. The Howard Dietz-Arthur Schwartz color in Technicolor musical is now in its second week at the Music Hall here.

STOCK FOOTAGE
Tennis, anyone? Or swimming or shooting? Or boating, bowling, badminton or bridge? All sports among 15,000 easy-to-order subjects . . . all completely cross-indexed. Send for Catalogue B
NBC FILM LIBRARY
105 E. 106 St., New York

Television--Radio

with Pinky Herman

NBChieftains realize only too well that America's future lies firmly in the hands of the children. Thus it has taken to its bosom Martin Stone's "Howdy Doody," and has made certain that America's youngsters will continue to thrill to the freckle-faced little brain-child of Eddie Dean and Bob Smith. "Howdy Doody," starting Sept. 21, is already completely sold out with seven national sponsors dividing the tab. . . . While other fashion shows have been dropping like flies from TV, Ethel Thorsen's TVision series, currently sponsored once a week via WPIX by Monet Jewelry, goes on a thrice weekly series in mid-Sept. Program is produced by Sid White, who not only knows his way around a TV stage but is also one of the stem's nicest lads. . . . Jack (Smiles) Lescoulie has been re-signed as Announcer on the "Jackie Gleason Show" and on Dave Garroway's "Today." . . . The Nielsen Coronation ratings just released indicate that of the 19,000,000 TV tuner-inners to the Coronation of Queen Elizabeth II last June 2, about 14,000,000 dialers viewed all or part of the ceremonies via NBC.

☆ ☆ ☆

TIN PAN ALLEY-OOP: A pair of songwriters in front of the Brill Building bemoaned the fact that Dennis Day was far away from Broadway and thus they seemed unable to show him their latest and unquestionably their greatest ditty entitled "Sing Something Irish." Ye scribbler, wishing to be helpful to all concerned, is printing this and letting D.D. know he can get this "made to order for Dennis Day ditty" by writing to Manor Music Co. (you're welcome, and we do hope it's a big hit). . . . Arlene Dahl will be hostess when the new "Pepsi-Cola Playhouse" series of TVehicles ABCommences Friday, Oct. 2 at 8:30 P.M. Format will consist of drama, comedy and musicals with scripts by big name free lance writers. . . . Songstress Janet Lord, seen lately in straight dramatic roles, possesses that rare sense of timing plus the ability to rubber-mug a pretty face, and is a natural comedienne. . . . Jim Coy is the new host on the "11th Hour NBTheatre." . . . Sudden Thawt: Without Jackie Gleason's CBShenanigans these Saturday nites seem like a rainy Sunday afternoon with no place to go, nuthin' to do and no one to do it with. (Here comes the man with the white coat and 'awaaay we goooo'!). . . . Mickey Schwarz has just completed six telefilms for Procter & Gamble's "Fireside Theatre" slated for the fall, starring Gene Raymond.

Dennis Day

☆ ☆ ☆

At a CBS cocktail party last week, tossed in honor of Gene Autry, who flew over the weekend to London, Armand (Manny) Sehaefer, Prexy of Gene Autry Enterprises, beamed when at least fifty blasé???? newshawks waved Gene's photos for his autograph. Schaefer wrote the first Autry pix for Republic and produced the first 16 features. On Gene's discharge from the Army after World War II, they formed the present Co. with a releasing deal with Columbia Pictures. The Autry-Schaefer team made theatre box-office history and they are currently doing a repeat in TELEVISION. . . . With Don Bennett, producer and emcee, DuMont's "The Big Idea," TViewed Thursday nights at 10:00 P.M. is proving entertaining as well as presenting budding inventors with opportunities to develop and market their brain-children. Series is directed by Wes Kenney. . . . WVEC-TV, Norfolk, Va., will start on Sept. 19 as an NBC Affiliate, operating on Channel 15 (UHF). The station has already been selected to carry 18 top NBCommercial programs exclusively in that area.

☆ ☆ ☆

Charles Boyer will make three "Singer Four Star Playhouse" telefilms in the next six weeks, thence to N. Y. to start rehearsals for a Broadway Show. . . . Henry Marshall, vet tunesmith, who is still turning out ditties (his first song, "My Guiding Star," was published in 1908), will play some of his hits on Bob Haymes' show next week. Meanwhile, "Be My Bumble Bee," which he wrote in 1912, is getting a revival, thanx to Gordon McRae's great warbling of it in the current Warner filmusical, "By the Light of the Silvery Moon."

Stramer Argentine Manager for RKO

Hugo Stramer, who since 1949 has been in charge of the RKO Radio office in Colombia, has been named manager for Argentina. He succeeds Charles Rosmarin, recently assigned to the post of general sales manager of the Europe-Near East division and assistant to Joseph Bellfort, division supervisor.

Stramer joined RKO in 1937 as an assistant accountant in the Buenos Aires office. In 1946 he was named auditor for South America and later became manager for Peru, remaining there until assigned to Colombia.

Indiana Allied Votes Aid to Korean Fund

INDIANAPOLIS, July 21.—State exhibitor support of President Eisenhower's Korean relief fund has been urged by Allied of Indiana in a resolution adopted at a board meeting. It recommended that theatres display the Korean film trailer and take up audience collections next week.

The action makes an exception to a policy adopted at the 1945 annual convention. It was voted then to oppose all theatre audience collections in principle. The board felt "that responding to the direct and personal appeal of the President would in no way serve as a precedent to any other agency which might at some future date seek similar participation from the theatre owner."

Legion Classifies 9; Two in 'B,' 7 in 'A'

The National Legion of Decency has placed in Class B "Gentlemen Prefer Blondes" and "Arena."

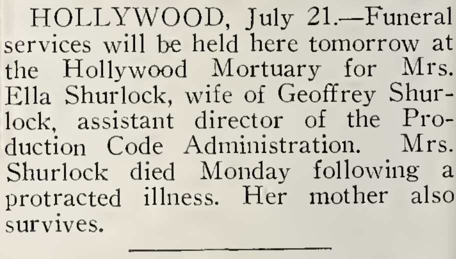
"Vice Squad" and "Genghis Khan" are in Class A, Section 2, while in Class A, Section 1 are "It Came from Outer Space," "Melba," "Mission Over Korea," "The Sea Around Us" and "Shoot First."

Mrs. Shurlock Rites Set

HOLLYWOOD, July 21.—Funeral services will be held here tomorrow at the Hollywood Mortuary for Mrs. Ella Shurlock, wife of Geoffrey Shurlock, assistant director of the Production Code Administration. Mrs. Shurlock died Monday following a protracted illness. Her mother also survives.

'Dream Wife' to Rivoli

"Dream Wife," M-G-M comedy, will open at the Rivoli Theatre here on Wednesday, July 29. It will succeed "Salome," now in its 18th week.

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
- Three dimensional projection
- ★ Three channel interlock projection
- 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

. . . And the sound was all around

No wonder the audience loved it . . . loves it—more and more.

New "depth" and "breadth" of sound and optics. New technics in production, processing, and projection. These—plus an ever-increasing interest in color—are problems discussed everywhere today . . . problems which the Eastman Technical Service for Motion Picture Film is helping the industry to solve.

Branches at strategic centers. Inquiries invited.

Address:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Figures Show

(*Continued from page* 1)

tion hit record totals last year with sharp gains over 1951 and previous years, spending on admissions to motion picture theatres dropped, the Department reported. It said film admissions accounted for $1,134,000,000, compared with $1,193,000,000 in 1951 and $1,247,000,000 in 1950. Motion picture theatre admissions hit a peak in 1946 of $1,512,000,000 and have been dropping steadily ever since.

For the first time since Commerce started issuing these figures almost 25 years ago, motion picture theatre admissions last year accounted for less than 10 per cent of the total consumer spending on all types of recreation.

While spending dropped for motion picture admissions and a few other recreation categories, there were sharp increases last year in such items as pari-mutuel receipts, magazine and sheet music sales, toy sales, television sales and repair costs, gardening and athletic club dues.

Highlights Listed

Here are some of the other statistical highlights from the Commerce report:

Profits: Income before taxes for film corporations dropped to $79,000,000 last year from $100,000,000 in 1951. In 1946, corporate profits before taxes amounted to $322,000,000. The 1952 figure was just half the $158,000,000 reported in 1948.

Film corporations had Federal and state income and excess profits tax liability last year of only $43,000,000, compared with $49,000,000 a year earlier and a record $156,000,000 in 1943 and 1944.

Corporate income after taxes dropped to a low of $36,000,000 last year, compared to $51,000,000 in 1951 and a record $187,000,000 in 1946. The 1952 total was the lowest since 1939.

Unincorporated Firms Hit

Income of film industry unincorporated enterprises dropped from $43,000,000 in 1951 to $41,000,000 last year. In 1946, the comparable figure was a record $89,000,000.

Dividends: Film corporations paid out only $28,000,000 in dividends last year, compared with $39,000,000 the year before and a record $64,000,000 in 1946. Undistributed corporate income was only $8,000,000 last year, compared with $12,000,000 the year before.

Sales: Corporate sales last year fell to $1,695,000,000, compared with $1,820,000,000 in 1951 and a high of $1,942,000,000 in 1947.

National income: The film industry's contribution to the national income dropped from $847,000,000 in 1951 to $839,000,000 last year.

Wages Above 1951

Employes: The industry paid out a near-record $684,000,000 in wages and salaries last year, up considerably from the $668,000,000 paid in 1951 and almost reaching the $694,000,000 highpoint of 1947. All branches of the industry had the full-time equivalent of 214,000 employes last year, and an average of 237,000 full-time and part-time workers. Both these totals were down slightly from 1951. Average annual earnings per full-time employe was up, however—from $3,050 in 1951 to a record $3,196 last year.

Reveal 'Robe' Plans

(*Continued from page* 1)

stated, will have individual campaigns keyed to attracting audiences beyond the regular radii of major entertainment vehicles. Einfeld noted that to achieve this high goal the company is mobilizing its full resources and setting its sights in every direction of the populace.

Citing major publicity breaks in leading magazines citing the Lloyd C. Douglas novel over a period of 10 years, he said that an equally important series of Coast-to-Coast attention-getters will keep the picture in the public's eye during the coming months.

Campaigns Pinpointed

Every area of the country has been broken up into merchandising components to enable theatremen to pinpoint their television, radio, transportation, and billboard advertising campaigns, he said. Exhibitors, in cooperation with representatives of the film company, will be able to evaluate the audience potential through every medium in territories as large as 200 and 300 miles away from theatres.

Among the many campaign tools being prepared to herald the initial CinemaScope production will be at least 15 different trailers, eight of which will be one-minute endorsements for the Frank Ross production, and the remainder a variety of production and star-selling treatments. Trailers, Einfeld declared, will start showings in theatres at least six weeks in advance of openings. Complementing the use of trailers, which are prepared for television use as well, will be a group of radio spot announcements and interview transcriptions with the acting and production principals connected with the picture.

Distributing a special campaign manual on the picture, Einfeld presented ad, poster and accessories roughs to illustrate the copy and art approach being followed in insertions planned for national, regional and local magazines, newspapers, and Sunday supplements. Strong use of trade paper advertising will be employed, he continued, joined by insertions in religious and other special publications.

Einfeld also said that the national tour of Dean Cornwell paintings of highlights from the Douglas novel will be continued indefinitely, while elaborate window displays in department, specialty and book stores will bring "The Robe" to the attention of millions more.

Led by Lichtman, the division managers discussed and set merchandising plans for "Gentlemen Prefer Blondes," "Inferno" (3-D and color by Technicolor), "Dangerous Crossing," "Sailor of the King," "Mister Scoutmaster," "City of Bad Men," "A Blueprint for Murder" and "Vicki."

W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, Eastern sales manager, and Edwin W. Aaron, Western sales manager, assisted Lichtman in the discussions which also included a roundtable analysis of individual division areas.

Regional Executives Participate

Also participating in the talks were Martin Moskowitz, Empire State; Glenn Norris, Atlantic; Tom McCleaster, Central; Peter Myers, Canadian; Moe Levy, Midwest; Harry Ballance, Southern, and Herman Wobber, Western. Also Paul Wilson and Bryan D. Stoner, assistant Southern and Western division managers, respectively.

Branch managers participating were Tom Gilliam, Chicago; Jim Connolly, Boston; Ben Simon, New Haven, and Abe Dickstein, New York.

From the home office were Alex Harrison, Lem Jones, Frank Carroll, Jack Bloom, Morris Caplan, Roger Ferri and Dave Ornstein.

The sales chiefs will leave for their respective offices this evening.

Trust Actions

(*Continued from page* 1)

the current action. The plaintiffs charge discrimination against their theatres and inability to get product on desired runs. The suits were filed by the law firm of Garfinkle & Adler.

Shelley Theatres Corp., operating the Burke Theatre in the Bronx, asks $750,000. Raychester Theatre Corp., operating the Palace, also in the Bronx, seeks $900,000. Stateray, Inc., and Raypat, Inc., which operate the State in Paterson, N. J., ask $900,000. Rayhurtz Amusement Corp. seeks $4,500,000 and the Broadway Corp. asks $600,000, the two firms operating the Broad in Newark. Knickerbocker Theatres, Harlem Grand Amusement Co. and Major Amusement Corp., which are associated in the operation of the Harlem Grand Theatre in Harlem, ask $7,500,000, $300,000 and $1,500,000, respectively.

Compo Meet Tomorrow

CHICAGO, July 21.—A meeting of the Chicago tax committee of the Council of Motion Picture Organizations has been scheduled for tomorrow in the offices of Balaban & Katz.

U.A. Sessions

(*Continued from page* 1)

Picker, vice-president in charge of foreign distribution presiding, heard addresses by Robert S. Benjamin, chairman of the board, and Max E. Youngstein, vice-president.

Delegates attended a dinner at the Savoy last night and then viewed S. P. Eagle's "Melba." Films which will be seen today include "I, the Jury," "War Paint," "The Village" and "The Girl in Room 17."

Territorial meetings and screenings will continue until Thursday.
stroyed by the recent tornado.

Loew's Poli to Re-equip

HARTFORD, July 21.—Loew's Poli theatres in Hartford, New Haven, Bridgeport and other cities will install wide-screens with stereophonic sound, it has been disclosed by Harry F. Shaw, division manager.

Open Nebraska Drive-in

OMAHA, July 21.—Harold Struve has opened his Oregon Trail drive-in at Hebron, and has started planning for a new theatre in the town to replace his Majestic, which was de-

13-Film Slate

(*Continued from page* 1)

in San Francisco Aug. 20 for Western branches.

Grainger commended Boasberg and the sales force. Reviewing progress made, he said he noted an increasing enthusiasm and developing company spirit "which augurs well for the future of RKO." He also stated that he was "delighted with the unlimited cooperation he has been receiving from Howard Hughes in getting production under way and providing a steady stream of film for release," according to a company statement.

Forthcoming Product Outlined

Announcement of forthcoming product was made by Grainger and Boasberg. The schedule leads off with "The Sea Around Us," color in Technicolor; the company's first 3-D films, "Second Chance," Technicolor, starring Robert Mitchum, Linda Darnell and Jack Palance, and "Devil's Canyon," in Technicolor, starring Virginia Mayo, Dale Robertson, Stephen McNally and Arthur Hunnicutt, scheduled for August release. Both were produced by Edmund Grainger. Also about to be released is Walt Disney's "The Sword and the Rose," Technicolor, starring Richard Todd and Glynis Johns.

Further releases include "Jungle Fury," Ben Bogeaus production in Technicolor, starring Ann Sheridan, Glenn Ford and Zachary Scott; "She Had To Say Yes," starring Robert Mitchum, Jean Simmons and Arthur Hunnicutt; "Decameron Nights," Technicolor, starring Joan Fontaine and Louis Jourdan; "Son of Sinbad," Technicolor, with Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr and Vincent Price; "The French Line," Technicolor, starring Jane Russell, Gilbert Roland, Arthur Hunnicutt and Mary McCarty; "Marry Me Again," starring Marie Wilson and Robert Cummings, and "Rangers of the North," Technicolor, starring Victor Mature, Vincent Price, Piper Laurie and William Bendix.

Christmas Releases Planned

December releases will include "The Big Rainbow," Technicolor, and "The Silver Horde," Technicolor, starring John Wayne and Jane Russell, for Christmas release.

"Jet Pilot," Technicolor, starring John Wayne and Janet Leigh, will be released shortly after Jan. 1.

In his address to branch executives, Boasberg said: "We are in better shape than we have been for a long time. I look forward to the next few months as showing RKO doing the best business in its history."

Grainger will leave here tonight for Hollywood where he will attend a meeting of the RKO board of directors. He will be there 10 days to confer with C. J. Hevlin, studio head, regarding next year's production progress. In addition, he disclosed that the company is negotiating for two independent productions which he will view during his stay.

Skirballs Add Theatre

CLEVELAND, July 21.—A 12th theatre, the 1,600-seat Paramount at Steubenville, has been added to the circuit of Skirball Brothers, which took the house on a long-term lease from Gamble Enterprises. Adam Goelz will continue as manager.

National Pre-Selling

"STALAG 17" is reviewed in the current issue of "Life," under the headline "Heels and Heroics." "Life's" reviewer says, "It is the finest comedy drama out of Hollywood this year. Raucous and tense, heartless and sentimental, always fast paced, it has already been assigned by critics to places on their lists of the year's best movies."

•

"Houdini," "Dangerous When Wet," "Stalag 17" and "Main Street to Broadway" are recommended and reviewed in the August issue of "Woman's Home Companion."

•

"The Wild One's" star, Marlon Brando, had his behavior pattern analyzed by Dorothy Kilgallen in "American Magazine" in the July 19 issue.

•

"Band Wagon" will receive the "Parents' Magazine" medal award of special merit. It is inscribed "Struck off especially for Howard Dietz." The presentation will be made by Philip Willcox.

•

"The Band Wagon," "The Cruel Sea," "Houdini" and "So This Is Love" are among the pictures reviewed in the August issue of "Seventeen."

•

"Caine Mutiny's" feminine star, May Wynn, was interviewed by Louella Parsons in "Pictorial Review's" July 19 issue.

•

"Fanfan the Tulip's" star, Gina Lollabrigida, is the cover girl on "Parade's" July 26 issue. The photograph used on the cover was made in Italy and is in full color.

Humphrey Bogart in his latest picture, "Beat the Devil," co-stars with "Parade's" cover girl.

•

"Something to Dance About" is the title Lloyd Shearer gave to his story of Marge and Gower Champion appearing in the August issue of "Redbook." The story opens on a full color two-page spread. Six more pages are devoted to the life story of the Champions. "Give a Girl a Break," Marge and Gower Champion's newest picture, will be released next month.

•

"The Joe Louis Story" gets a good send-off in "Ebony's" and "Our World's" August issues.

"Ebony" devotes its color cover and the largest pictorial and text coverage ever given a motion picture in that publication. "Our World" devotes an editorial spread on "The Louis Story."

•

"Give a Girl a Break's" dancing stars, Marge and Gower Champion, adorn the front cover of "Cosmopolitan's" July issue. An interesting cover story of the husband and wife dance team makes good reading. Also in the issue is a two color ad on "The Sword and the Rose."

WALTER HAAS

Army Using 'Hoaxsters'

M-G-M has turned over to the U. S. Army some 450 prints of "The Hoaxsters," which is being used as part of an indoctrination program for new inductees at various posts.

May Integrate U.S. Military Filming

WASHINGTON, July 21.— The Defense Department is considering integrating all of its film production operations.

At present, the Army, Air Force and Navy each separately carries on film production programs. John C. Houston, Jr., on the staff of Defense Secretary Wilson, told a House Government Operations subcommittee today that "a Defense Department directive is presently under consideration which would provide for the integrated conduct of military motion picture production operations."

Says Theatre Should Set Price Policy

MINNEAPOLIS, July 21. — Asserting that he had never argued "that an exhibitor should not increase admission prices if he felt that it was necessary to do so in his particular situation and for a particular picture," Ben Berger, North Central Allied president, has clarified his position on the issue in an association bulletin. Berger stated that the admission price should be left entirely to the exhibitor's wisdom.

Berger's statement was the result of criticism directed at him for allegedly continuously fighting forced advanced admission prices.

Continuing, Berger said: "I didn't think it was necessary for me to reiterate this, but I will—I am opposed to the distributors' dictating what admission prices exhibitors must charge and I will continue doing so.

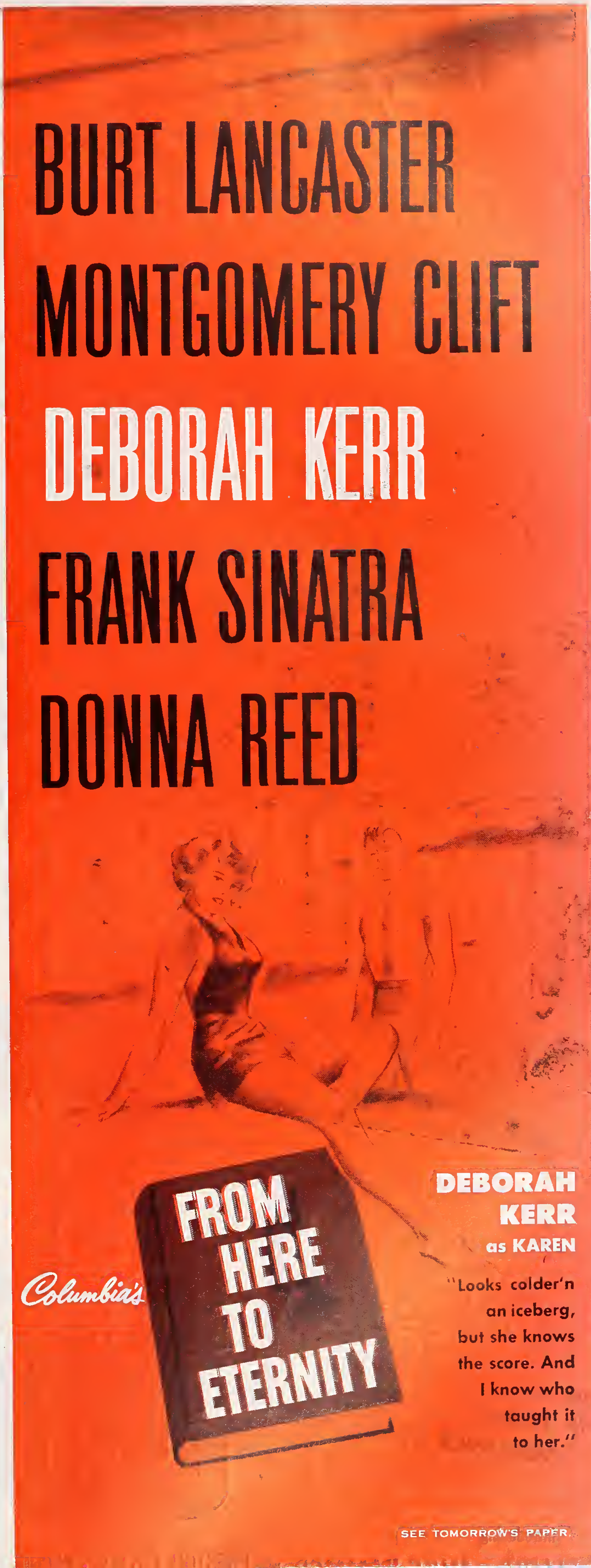
"First, the exhibitor knows best whether he should increase his admission prices; and second, it is illegal for distributors to dictate admission prices as they have been trying to do through various not-too-ingenious methods. Film companies for years have been pushing the independent exhibitors around with edicts and they have not been interested in whether they were legal or illegal. They can't acclimate themselves to court decisions. I guess they will never stop playing games until someone lands in the 'klink'."

'TB' Films Feature Hollywood Players

The National Tuberculosis Association has completed TV film spots for the 1953 Christmas Seal sale, Nov. 16 through December. Production of nine 20-second and three one-minute spots was done on a cost basis by Martin Lencer, Freedom Films, on the Goldwyn lot in Hollywood. The spots star Jimmy Boyd, Charles Coburn, Bob Crosby, Howard Duff, Gus Edson (Andy Gump), Jane Greer, Ida Lupino, Pat O'Brien and Ruth Roman.

'Europe '51' Cited

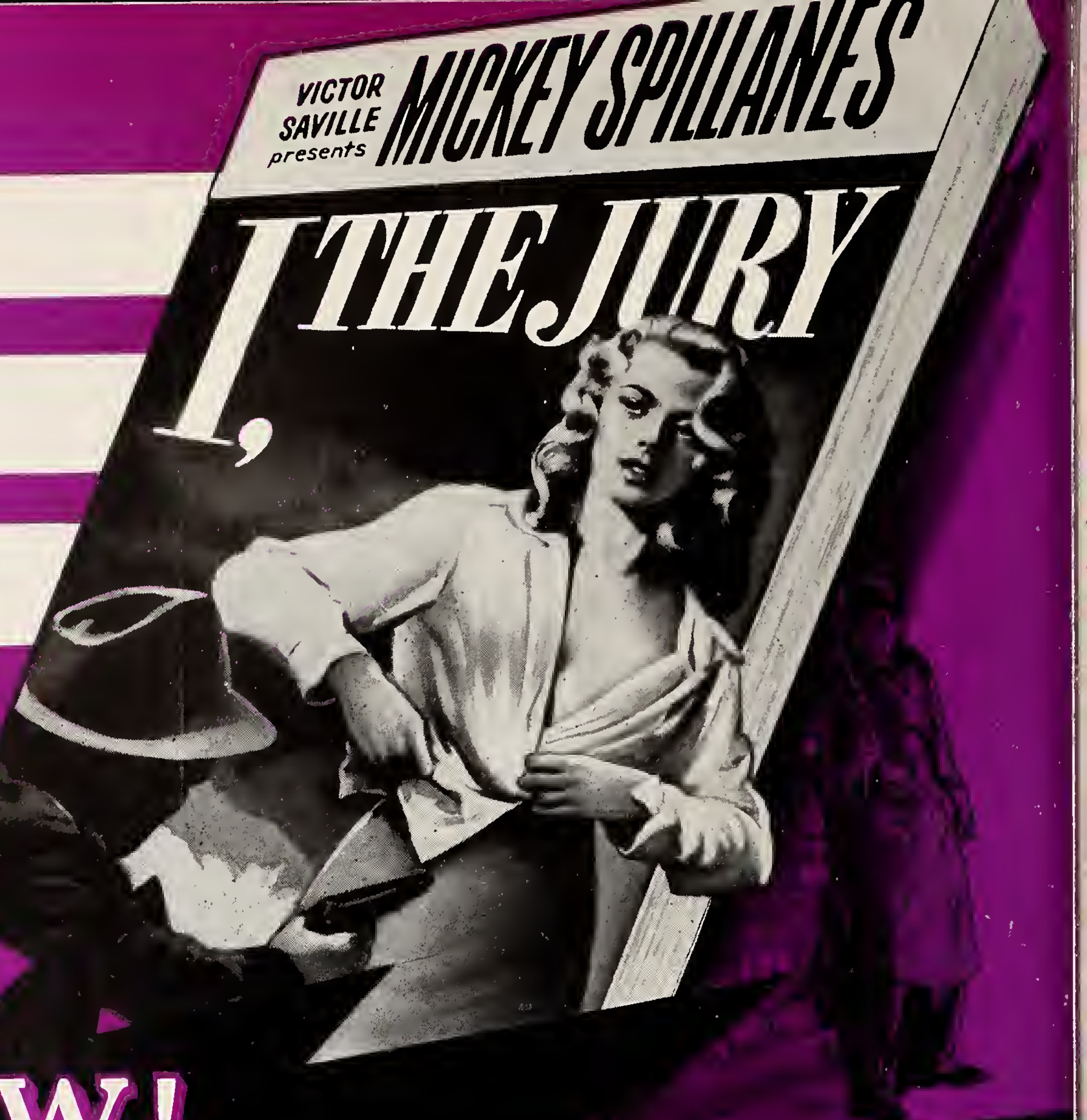
"Europe '51," Roberto Rosselini's new IFE film starring Ingrid Bergman, has been awarded the Selznick 1953 Silver Laurel Medal as the Italian film which best promoted mutual understanding among "the peoples of the free and democratic world." The picture will be released here in the fall.



60,000,000

READERS WAITING

TO SEE IT ON FILM!



NOW!

for the first time . . . that

MICKEY SPILLANE

violence blasts the screen!

THE
HOTTEST
NAME IN
CURRENT
FICTION!

ATCH THE WORLD PREMIERE!
JULY 24
Chicago Theatre, Chicago
...and then pick up the 'phone
and book the picture with
THE LARGEST PRE-SOLD
AUDIENCE EVER!

I, THE JURY

in

3-Dimensio

introducing

BIFF ELLIOT as **MIKE HAMMER** with PRESTON FOSTER · PEGGIE CASTLE
MARGARET SHERIDAN · ALAN REED

Written for the Screen and Directed by HARRY ESSEX · A Victor Saville Production

Another BIG ONE thru U

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 16 NEW YORK, U. S. A., THURSDAY, JULY 23, 1953 TEN CENTS

New Releasing Deal Set by Disney, RKO

Pact Calls for Shorts In 3-D, CinemaScope

Completion of a new distribution agreement whereby Walt Disney Productions will continue to release through RKO Radio was announced here yesterday by Roy Disney, president of the Disney organization, and James R. Grainger, president of the distributing company.

The new deal ends recent trade speculation over a possible new outlet for the Disney product. There had been some reports that Disney features and short subjects might be switched to 20th Century-Fox.

The short subject program, which will continue to be released by RKO for the next two years, will consist of an undetermined number of subjects to be made in the new techniques of both 3-D and CinemaScope.

The new pact provides for the distribution of "Rob Roy, the Highland

(*Continued on page* 4)

Exhibitors Selling Own Screen Space

CHICAGO, July 22.—There is an ever increasing trend to personal selling of screen advertising by theatre operators, according to Irving Mack, president of Filmack Trailer Co.

Merchants formerly contacted by outside ad-film firms are now being approached for screen advertising by theatremen themselves, who thereby eliminate selling commissions and increase theatre revenue from this medium.

The policy has mushroomed to all sections of the country as a result of declining revenues at the box-office, it was said.

Mack reports that large circuits, as well as independent exhibitors, are taking advantage of this method of increasing income.

Pa. Drive-in Circuit Files Trust Suit

PITTSBURGH, July 22.—Laskey Brothers Amusement Corp. of Uniontown has filed suit in U. S. District Court asking treble damages totaling $1,952,000 from eight major distributors.

Two actions were filed under the

(*Continued on page* 4)

Arnall in Group Backing Mason Bill

WASHINGTON, July 22.—Ellis Arnall, president of the Society of Independent Motion Picture Producers and a former governor of Georgia, accompanied a delegation of Georgia exhibitors who met here early today with Senator George (D., Ga.) and urged the Senator to back the Mason admission tax relief bill.

Sen. George is the ranking Democrat on the Senate Finance Committee, which later in the day reported out the bill favorably.

Overseas Executives In Tribute to UA

LONDON, July 22.—Tributes to the methods and policies of United Artists in building its foreign distribution were voiced here by three of the company's overseas executives speaking at the organization's first inter-Continental convention.

Montague Morton, managing director in England; Louis Harris, sales supervisor, and Joe Pole, publicity director here, all commended the work of Arnold Picker, U. A. vice-president in charge of foreign distribution, who is presiding at the convention, and pledged their continued all-out effort

(*Continued on page* 4)

TAX BILL GIVEN SENATE UNIT OK

Speedy Action Clears Mason Bill with No Amendments Tacked on

By J. A. OTTEN

WASHINGTON, July 22. — Surprising even officials of the Council of Motion Picture Organizations with the speed of its action, the Senate Finance committee today approved without amendment the Mason Bill to exempt motion picture theatres from the 20 per cent admission tax.

The two main questions now become whether the Senate Republican leadership, in the rush to adjourn, will schedule the Mason Bill for a vote, and whether the line can be held against amendment on the Senate floor.

Should the bill be passed by the Senate without handicapping amendments, observers believe its chances of escaping a Presidential veto will be good. The Administration's policy

(*Continued on page* 5)

Concessions Meet Bids Theatre Men

CHICAGO, July 22.—Leading theatre concessionaires will be invited to attend the forthcoming popcorn industries convention and exhibition at the Conrad Hilton Hotel here Oct. 11-14. A special committee has been appointed by Bert Nathan of the Theatre Popcorn Vending Corp. of Brooklyn to assist in the convention program of which theatre concessions management will be one of the principal subjects on the agenda.

The committee consists of Van Myers, Miami; Louise Wesson, Oklahoma City; Herb Hahn, New York; Nat Buchman, Boston; Barry Allen, Toronto; Spiro J. Pappas, Chicago; Harry Botwick, Jacksonville; James Loeb, Asbury Park; Jack Farr, Houston; John Flannigan and J. J. Fitzgibbons, Jr., Toronto; Manny Frisch, Brooklyn; Sheldon Smerling, Newark; Harold Newman, New York; Leon Levison, Boston; Abe Bloom, Chicago; Charles L. O'Reilly, New York; Marie Frye, Des Moines; Lee Koken, New York; Arthur Preston, Springfield, Mass.; Thomas Moran, Toronto; James Hoover, Columbus, Ga., and Morty Marks, Beaumont, Tex.

SIMPP in D.C. Moves to Launch New Export Unit

WASHINGTON, July 22.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, had two major conversations here today looking toward final formation of the Society's proposed new export association.

Ellis G. Arnall

First, he discussed the Society's plans with Miss Allen Love, head of the Federal Trade Commission's export division. The division must approve any export association if the association is to be immune from anti-trust prosecution under the Webb-Pomerene Act.

Secondly, he met with Charles Mayer, former official of the Motion Picture Export Association, and discussed the possibility of Mayer taking a leading role in the new SIMPP export organization.

Arnall said both meetings were inconclusive. The FTC session, he said, was "highly preliminary." He emphasized that SIMPP has filed no formal application with the FTC yet and that it will be quite some time before it does so.

As for the proposition to Mayer, Arnall said: "We are still negotiating."

Arnall said the idea of the new export association was not so much to negotiate import and remittance agreements as to "let us go in and sell pictures." The SIMPP official explained that so far the Society has been active overseas in creating opportunities for its member companies to sell films

(*Continued on page* 4)

Natural Sound Given N.Y. Demonstration

By AL STEEN

A demonstration of Natural Sound, stereophonic system, was held here yesterday at the RKO 81st Street Theatre. The demonstration consisted of music, sound effects of a railroad train, an airplane takeoff and a barber shop quartet rendition. A reel of Warner Brothers' "House of Wax" also was presented.

The sound effects were not accompanied by pictures, but merely were run off from the sound tracks. Exhibitors and circuit representatives said they were impressed by the quality of the sound. The unit sells for $5,510. Natural Sound is an associate company of Natural Vision Corp.

Sizeable Product Output in Canada

OTTAWA, July 22.—Canada's motion picture industry produced three features, 73 theatrical shorts and 308 non-theatrical films of five minutes or longer during 1952, the Canadian government reports. The output also included 111 TV commercials, 893

(*Continued on page* 4)

Personal Mention

J. R. GRAINGER, RKO Radio president, left New York last night for Hollywood.

•

Mrs. Carrie Rogers, secretary to the manager of the Albany branch of Warner Bros., was recently feted by her fellow workers on the 30th anniversary of her association with the company.

•

Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation, will return to New York from the Coast at the weekend.

•

Herman Kass, Universal's supervisor and coordinator of field exploitation representatives in the East, left here yesterday for San Antonio.

•

John Cicero, Paramount Film Distributing Corp. advertising production manager, is celebrating a birthday today.

•

Harold Wirthwine, Allied Artists Eastern division sales manager, has returned to Hollywood following visits to 11 branches.

•

Fred McLendon, owner of the McLendon Theatres with headquarters in Union Springs, Ala., is back there after visiting in New Orleans.

•

Billy Wilder, producer-director, will arrive here Monday from Hollywood.

•

Herb Steinberg, Paramount publicity director, will leave here today for Columbus, Ohio.

•

George Marshall, director, will arrive here tomorrow from Hollywood.

•

Edward S. Farrow, Eastman Kodak vice-president, will sail for Europe today aboard the S. S. Liberte.

•

Pandro S. Berman, M-G-M producer, will leave New York for London early next week.

•

David Niven, accompanied by Mrs. Niven, arrived here from Europe yesterday on the S. S. Liberte.

•

Ed Stevens, president of Stevens Pictures, Atlanta, has returned there from a tour of his branch offices.

•

John W. Mangham, president of Realart Pictures, has returned to Atlanta following a trip to Tampa, Fla.

•

Dean Martin arrived in New York yesterday from Europe on the S. S. Liberte.

•

Allan S. Moritz, Louisville theatre operator, is in Jewish Hospital, Cincinnati.

•

Dick Harper, Shea circuit executive, will leave here today for a tour of New England theatres.

•

David Katz of the Kay Exchanges, Atlanta, is vacationing at Daytona Beach, Fla.

Reviews

"Dangerous Crossing"

(20th Century-Fox)

THIS is a mystery story that will baffle but not satisfy. While it has the gloss of a major studio, it is a weak vehicle and its implausibilities are glaring. It has the traditional revelation of the culprit's identity near the end and in this instance it is much too improbable.

The story occurs aboard a liner, on an Atlantic crossing; and the sets are faithful and also lavish, covering various salons, staterooms, bars, and other locations of a large ship. The action is virtually confined to the end, when the ship's doctor, Michael Rennie, grapples on a high deck with villain Carl Betz, who promptly loses his footing and with a wild cry disappears into the sea, thus ending Jeanne Crain's problems.

Until then, those problems have the ship's officers and passengers excited. Miss Crain, an heiress, lost her new husband as soon as they embarked for a honeymoon. He phones her at odd times, however, and keeps her faith alive. However, he has the tickets and passport, and a stateroom which the ship's crew declare she never was in; and she has trouble convincing the ship's officers of her own identity, much less that she has a husband. Only the sympathy of Rennie salvages her sanity.

The "husband," whom she hardly knows after a rapid courting, is actually the ship's third officer and is part of a plot to seize her fortune. After developing rather successfully the plot even has the ship's captain convinced, that the naive Miss Crain has hallucinations, and confines her to her cabin. Betz becomes rash, lures her to the upper deck to do away with her, and then is interrupted by Rennie. The validity of her story is demonstrated, and Rennie's belief and romantic inclinations are vindicated.

Leo Townsend's screenplay is from a story by mystery writer John Dickson Carr. Its suspense is maintained effectively by director Joseph M. Newman. Robert Bassler produced.

Also in the cast are Casey Adams, Mary Anderson, Marjorie Hoshelle. Willis Bouchey, Yvonne Peattie, Karl Ludwig Lindt, Gayne Whitman and Anthony Jochim.

Running time, 75 minutes. General audience classification. For August release.

"Mission Over Korea"

(Columbia)

THE names of John Hodiak, John Derek and Audrey Totter have substantial drawing value, likewise the story's relation to the headlines of the Korean conflict. Pin-pointing life in the Army Air Force on land and in the air, "Mission Over Korea" contains no more than moderate action involving aircraft of the enemy and a few skirmishes with troops of the invader.

The principals do their best with a script that has little of the punch or warmth necessary to elicit audience response. During those times when they are not bogged down by these handicaps they manage to do a competent acting job. Harvey Lembeck, of "Stalag 17" fame, is convincing as a sergeant.

Hodiak plays the role of a career officer who is training Korean recruits, before the war, in the use of observation planes. On leave in Japan, Hodiak meets Derek, his best friend's brother, who is to join his outfit. Upon their return to Korea they run smack into the war. Derek, finding his brother dead, tries to win the war by himself and is most unsuccessful. The remainder of the film deals with Hodiak and Derek in the fight. Miss Totter plays the nurse who loves Derek.

Robert Cohn produced and Fred F. Sears directed, from a screenplay by Jesse L. Lasky, Jr., Eugene Ling and Martin Goldsmith, and a story by Richard Tregaskis.

Others in the cast are Maureen O'Sullivan, Richard Erdman, William Chun, Rex Reason, Richard Bowers and Todd Karns.

Running time, 85 minutes. General audience classification. For August release.

'Maze' Opens Today In Los Angeles Area

LOS ANGELES, July 22.—Allied Artists' first three-dimensional film, "The Maze," has been set to open in nine Los Angeles area houses during the period extending from today until Aug. 5. It opens today at the Alex, Glendale; Academy, Inglewood; Picwood, Los Angeles, and Dome, Ocean Park; on Sunday at the Golden Gate, East Los Angeles; on Tuesday at the Academy, Pasadena; on Wednesday at the Majestic, Santa Monica, and the Imperial, Los Angeles, and on Aug. 5 at the El Rey, Alhambra.

TV Control at Stake In Canada Election

OTTAWA, July 22.—TV control and licensing are at stake in the coming Aug. 10 general elections in Canada, since the second largest political party in the Dominion, the Progressive Conservatives, if they win the elections, are expected to take TV control and licensing out of the hands of the Canadian Broadcasting Corp.

It is expected that a change of government would bring the immediate establishment of an independent unit, outside of politics, to regulate TV.

Award Lawyers' Fees In Loew's Action

Federal Judge Alfred C. Coxe of U. S. District Court here yesterday awarded $57,513 to counsel in the actions brought by minority stockholders of Loew's in attacking the contractual relations of Louis B. Mayer and J. Robert Rubin. The court previously had approved the settlement of the case and the attorneys had asked $90,000 in fees, a figure which Loew's lawyers contended was too high.

The attorneys who were awarded the fees were Gustave Garfield, Charles Trynin and Irving Steinman. In addition, another lawyer, A. K. Webber, was awarded $3,000.

Mayer Offered $150,000

In one action, Mayer offered to pay the company $150,000 in settlement of the suit which attacked the acquisition by the company of $2,750,000 of Mayer's 10 per cent residual rights after the termination of his employment. In the other suit, Rubin agreed to reduce his residual percentage rights to 5.1 per cent rather than the 5.4 per cent granted to him in his contract.

'Alamo' Texas Bows Start in San Antonio

SAN ANTONIO, July 22.—Universal-International's "The Man from the Alamo" will have its world premiere at the Majestic Theatre here tomorrow, marking the first of a series of Texas territorial openings of the picture. Julia Adams, Chill Wills and Hugh O'Brien, all featured in the picture, will make stage appearances at the opening.

Tomorrow's debut will be followed by similar premieres in Fort Worth, Houston, Amarillo, Wichita Falls, Dallas, Austin and Corpus Christi. One or more of the stars will visit each of the cities for the openings.

20th's 'King 'to Have Richmond Premiere

The American premiere of 20th Century-Fox's "Sailor of the King" will be held at the Byrd Theatre, Richmond, on Tuesday evening. The Hollywood-styled event will be a benefit performance for the Sheltering Arms Hospital of that city.

Plans formulated by the company and representatives of Neighborhood Theatres Corp., operators of the house, call for a citywide series of publicity and exploitation events.

'Paradise' Opens At State-Lake

CHICAGO, July 22.—United Artists' "Return to Paradise" was given a "preview premiere" at the State-Lake Theatre here this afternoon. The actual premiere has been set for tomorrow.

An intensive four-week campaign by Balaban & Katz, United Artists and Aspen Productions preceded the opening. Members of the cast and director Mark Robson are here participating in a series of promotions for the picture.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WT; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpuhco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter. Sept. 21, 1938, at the post office at New York. N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

LIFE Magazine reports:

"BIGGEST BOXOFFICE HIT IN YEARS

outstripping every other movie in town, including two 3-Ds" *(And at Advanced Admissions!)*

at **The LYCEUM, MINNEAPOLIS**
(booked **2** weeks - *played* **25** days)

Interstate's **KIRBY, HOUSTON**
(booked **4** days - *played* **11** days)

Wilby-Kincey's **CENTER, HICKORY, N. C.** pop. 16,000
(booked **3** days - *played* **8** days)

NOW BOOKED

WITH MAJOR CIRCUITS AND INDEPENDENT EXHIBITORS FOR PRE-RELEASE ENGAGEMENTS STARTING AUGUST 19th!

"Up to now — it has drawn a bigger boxoffice than any current Hollywood offerings, including three-dimensional hits."
—ASSOCIATED PRESS

Louis de Rochemont presents

Martin Luther

A Magnificent Motion Picture For Our Time!

NATIONAL RELEASE — FIRST WEEK of SEPTEMBER, 1953

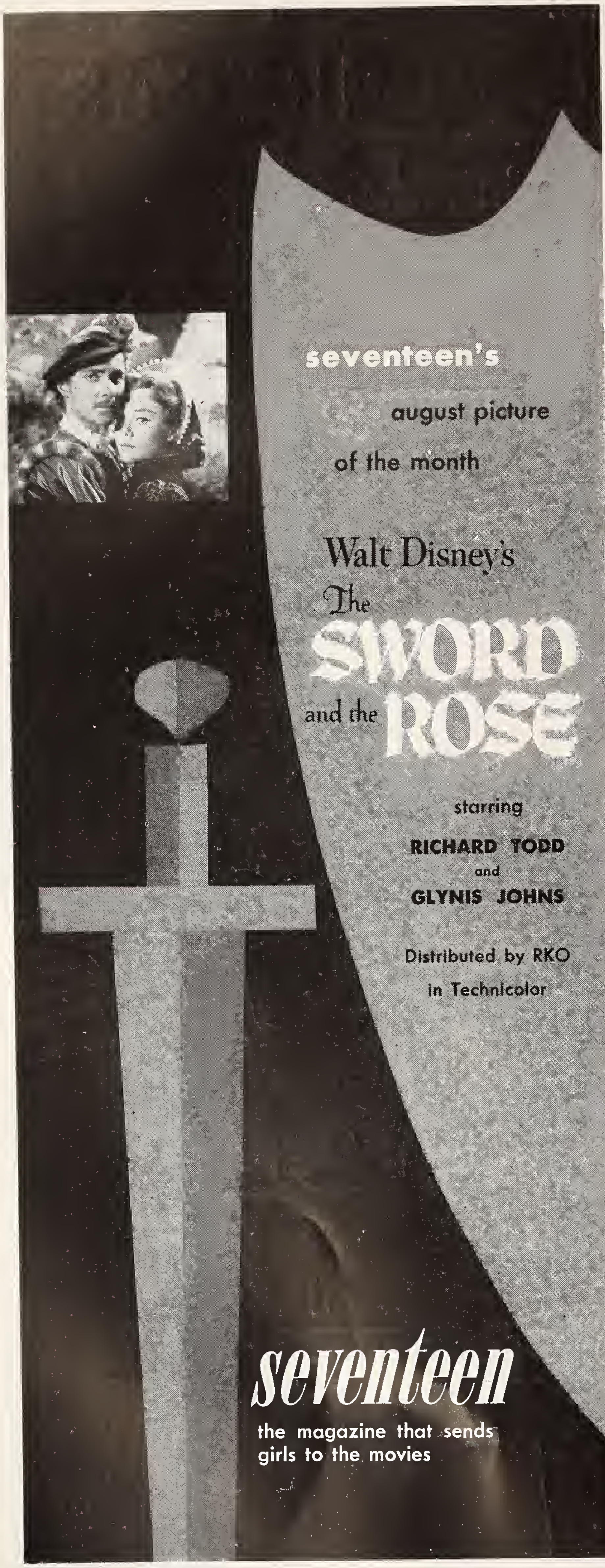
"It's demonstrating an enormous appeal and pull . . . a vast special theatre audience! Promises to be a big money-maker!"
—VARIETY

ADDRESS ALL INQUIRIES FOR OTHER PRE-RELEASE ENGAGEMENTS directly to Cresson E. Smith, General Sales Manager. • LOUIS de ROCHEMONT Associates, 35 W. 45th Street, New York 36, N. Y. — Telephone JUdson 2-1440.

MPAA CERT. NO. 16567

with NIALL MacGINNIS as Martin LUTHER · Filmed by LOUIS de ROCHEMONT Associates · Directed by IRVING PICHEL · LOTHAR WOLFF Producer · Screenplay by ALLAN SLOANE and LOTHAR WOLFF

Physical Distribution by NATIONAL SCREEN SERVICE Exchanges



seventeen's
august picture
of the month

Walt Disney's
The
SWORD
and the ROSE

starring
RICHARD TODD
and
GLYNIS JOHNS

Distributed by RKO
in Technicolor

seventeen
the magazine that sends
girls to the movies

Filmakers Completes Worldwide Setup

HOLLYWOOD, July 22.—Election of William Pizor to the post of vice-president in charge of foreign sales of Filmakers Releasing Organization gives the new distributing company a worldwide setup. Pizor will start immediately on the foreign campaign and policy for "The Bigamist," co-starring Joan Fontaine, Ida Lupino, Edmond O'Brien and Edmund Gwen. It was directed by Miss Lupino and produced by Collier Young.

The company plans to produce and release four other pictures in the next 18 months.

NBC Radio and TV Divisions Are Split

Effective Aug. 3, NBC will separate the program, sales and promotion activities of its television and radio networks into independent operating divisions. The service departments of the organization, such as research, engineering, accounting and station relations, will continue to serve both the radio and television networks.

The TV network will be headed by John K. Herbert, and the radio network by William H. Fineshriber, Jr. Each is now a vice-president of NBC.

Two Firms File for N.Y. Incorporation

ALBANY, N. Y., July 22.—Two companies have registered certificates here to conduct a motion picture business in New York. They are Spanish American Film Corp. and Beth Film Productions, Inc., both of New York City.

'Caddy' Bows Aug. 17

COLUMBUS, O., July 22.—Paramount will hold the world premiere of "The Caddy," starring Dean Martin and Jerry Lewis, on Aug. 17 at Loew's Ohio here. The picture will be shown in conjunction with the National Caddies Tournament.

Bus Strike Hits Grosses

COLUMBUS, O., July 22.—A bus strike here has cut seriously into theatre grosses. City officials are attempting to interest out-of-town transportation companies to take the local franchise.

Rites for A. B. Friedman

OMAHA, July 22.—Funeral services were held at Sioux City, Ia., for A. B. Friedman, head of Affiliated Theatres. A veteran of the industry, Friedman operated the Hollywood Drive-in, Iowa and Victory theatres in Sioux City.

Howard Services Today

BALTIMORE, July 22.—Funeral services will be held tomorrow for G. Kingston Howard, an organizer of Local No. 181, IATSE. He was a retired projectionist, his latest post being at Loew's Parkway.

Simek Funeral Held

ASHLAND, Neb., July 22.—Funeral services were held here for Frank J. Simek, pioneer exhibitor. Burial took place at Scotland, S. D.

SIMPP Moves

(*Continued from page* 1)

there. "Now, we want to have an association that will go in and do the selling, not only for our own members but also for other companies, too," he declared.

Asked whether the formation of the new export organization indicated dissatisfaction with the way MPEA negotiated agreements, Arnall said, "We are dissatisfied with our own lack of activity in the foreign market. They are an export association with all the law's immunities, and we want one of our own."

He said that he thought SIMPP would continue to negotiate jointly with MPEA wherever that has been the case in the past, such as in the British agreement. "It doesn't affect foreign agreements at all," he declared. "That will be handled just as in the past."

Output in Canada

(*Continued from page* 1)

theatre trailers, 716 newsreel stories for theatres and 157 film-strips.

Private industry produced the three features, 15 of the theatrical shorts, 206 of the non-theatrical films, all of the TV commercials, all but five of the theatre trailers, 641 of the newsreel stories, and 61 of the film-strips. The balance was produced by government agencies. Most of the non-theatrical films were produced in color, all were in English, and 16 of them were produced for sponsors outside of Canada. Film production was mainly concentrated in Ontario and Quebec. The three features were made in the latter province.

RKO-Disney Deal

(*Continued from page* 1)

Rogue," which now is in production in England and Scotland. It also calls for the re-release of Disney's "Pinocchio" next April.

Disney has been releasing through RKO since 1936. Before that, Disney subjects were handled by United Artists and Columbia.

Roy Disney arrived here from the Coast on Monday for the contract conferences and to set plans for the release of "The Living Desert," which the Disney company will distribute independently.

Pa. Drive-in Circuit

(*Continued from page* 1)

Sherman anti-trust law by Robert Engle, attorney. Laskey Brothers operates drive-in theatres in Western Pennsylvania and West Virginia.

Named as defendants were Paramount, Loew's, 20th Century-Fox, RKO Pictures, Warner Brothers, Universal, United Artists and Columbia.

The suits charged that the distributors discriminated against Laskey by monopolistic practices.

U.A. Convention

(*Continued from page* 1)

in behalf of product scheduled for European release.

Robert S. Benjamin, chairman of the board of U.A., and Max E. Youngstein, vice-president, also made key addresses. The convention will adjourn tomorrow.

Tax Bill

(Continued from page 1)

against tax cuts this year, however, leaves an element of doubt in the path of the Mason Bill even if it emerges from the Senate free of amendments which would cost the Treasury substantial revenue.

Senate acting majority leader Knowland (R., Calif.) could not be reached for comment on the outlook for floor action on the bill. However, earlier in the week he had promised to schedule the bill for a vote before adjournment, if it were reported by the Finance Committee.

Committee chairman Millikin (R., Colo.) said he assumed that amendments would be offered on the floor. "It is perfectly obvious to me," he added, "that if we load it down with amendments losing large amounts of revenue, the bill will die in conference or will be vetoed."

Millikin said there was considerable discussion in the committee this morning of various amendments, but the committee finally was of the opinion that the bill should not be amended in committee. However, he made it clear, there was no official committee policy to oppose any floor amendments, and that it was even possible that some of the floor amendments might come from committee members.

Serial Fields Discussed

Another key committee member said that amendments had been discussed in committee to give excise relief to legitimate theatres, baseball clubs, amusement parks, watch makers, the fur industry and "several other industries," but that none ever came to a vote. However, he added, committee members reserved the right to offer or support any of these amendments on the floor.

The Treasury, in a letter to the committee, opposed the bill, Millikin said. However, he declared, the committee reported the bill anyhow because it felt that "the movie industry is in deep distress and needs tax relief."

Millikin stated he had no idea when the bill might come up on the Senate floor.

No official committee vote was announced, but according to members, the bill was reported by a voice vote, with no "No" votes heard.

Committee officials said that in an attempt to expedite Senate action, the Senate committee would adopt as its report on the bill the identical report filed by the House Ways and Means committee prior to House action. In that report, the committee urged immediate action to prevent the closing of thousands of theatres.

WASHINGTON, July 22. — The Senate Finance committee cleared the Administration's customs simplification bill today, after dropping two important provisions dealing with currency conversion and price evaluation.

'Pimpernell' to Carroll

Carroll Pictures, Inc., has acquired distribution rights to "The Fighting Pimpernell," David Niven starrer, with color in Technicolor and adaptable to wide-screen exhibition. Early September release is planned.

House Passes the Overseas Tax Bill

WASHINGTON, July 22. — The House today passed the so-called "omnibus" tax revision bill, including the provision ending the income tax exemption for film stars who go on lengthy overseas film-making trips. The measure now goes to the Senate. It was passed by a voice vote, with a minimum of discussion.

The bill would repeal, effective April 14, 1953, a provision in the 1951 tax law exempting from U. S. tax any overseas earnings of persons who work abroad for 17 out of 18 consecutive months.

Greshler Plans 2nd On Old-time Films

HOLLYWOOD, July 22. — Abner Greshler has acquired 20 more reels of old-time comedies of all types from European distributor Principal Features, Ltd., which he plans as another nine-reeler to be titled "Past Performances." The Ritz Brothers have been signed to do the narration as well as to appear in song numbers and comedy in connecting shots.

Greshler has just completed "Yesterday and Today," which is based on a similar format featuring selected footage from old films, at Hal Roach Studios.

31 Productions in Work on the Coast

HOLLYWOOD, July 22.—An increase of five points brought the total number of pictures in work up to 31. Six new pictures were started and one finished.

Started were: "The Man Who Saved the Earth" (W. Lee Wilder) and "Free And Easy" (Greene-Rouse) Independent; "Tennessee Champ," Metro-Goldwyn-Mayer; "Prince Valiant" and "Ride Clear of the Diablo," Universal; "The Bounty Hunter," Warner Brothers. Completed was "The Long, Long Trailer," Metro-Goldwyn-Mayer.

Owen, Marshall To Discuss 'Jungle"

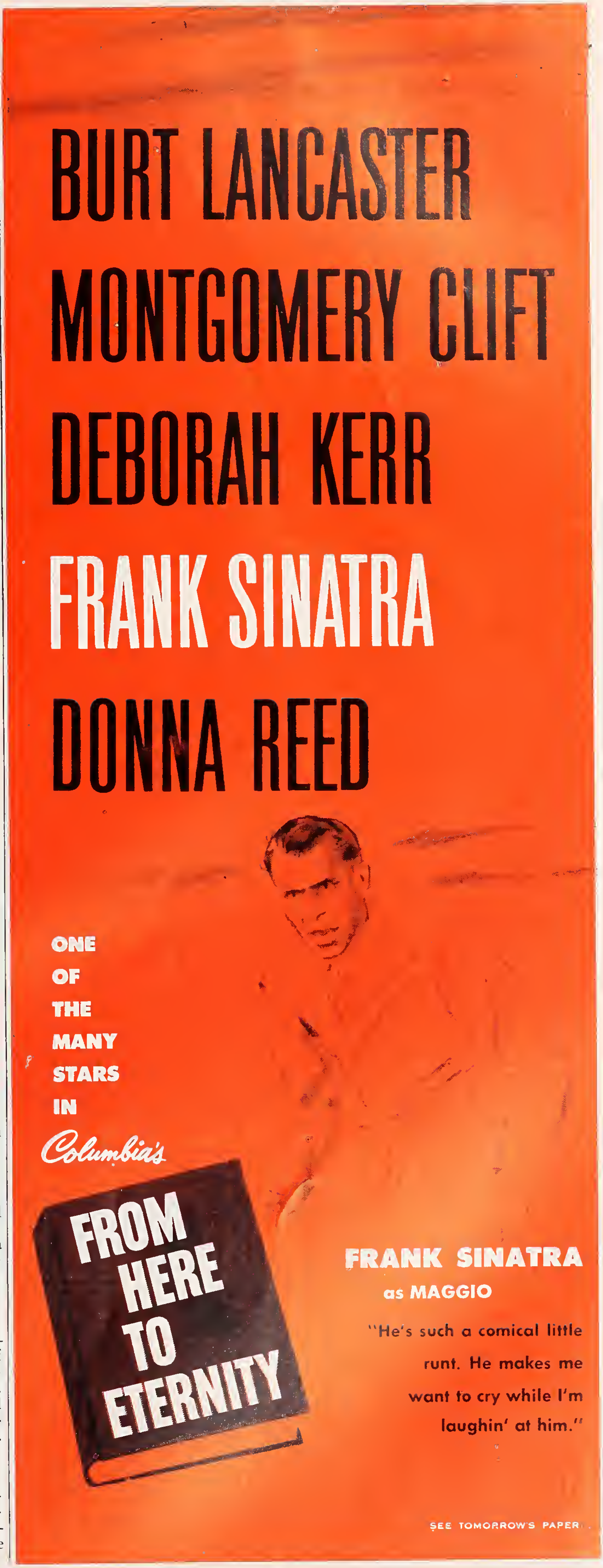
Producer Tony Owen and director George Marshall will give details on the filming of "Duel in the Jungle," first joint production of Associated British Pictures Co. and Moulin Productions, at a press conference here tomorrow. "Duel in the Jungle" will be shot in Johannesburg, South Africa. It will star Jeanne Crain and Dana Andrews and will be in 3-D and have color by Technicolor.

Armstrong to Tegtmeier

SAN FRANCISCO, July 22. — Walter Armstrong, formerly head of Armstrong Studios, Inc., of Los Angeles and this city, has joined H. I. Tegtmeier as vice-president. He will head the theatrical stage drapery department of the San Francisco branch.

'Jury' Debut Tomorrow

U.A.'s "I, The Jury," in three-dimensions, will have its world premiere at the Chicago Theatre in Chicago tomorrow. It is a Park Lane production.


BURT LANCASTER
MONTGOMERY CLIFT
DEBORAH KERR
FRANK SINATRA
DONNA REED

ONE
OF
THE
MANY
STARS
IN
Columbia's
FROM HERE TO ETERNITY

FRANK SINATRA
as MAGGIO
"He's such a comical little runt. He makes me want to cry while I'm laughin' at him."

SEE TOMORROW'S PAPER

Jarrico Will Sue 3 Over 'Salt' Action

HOLLYWOOD, July 22. — Paul Jarrico, who figured in litigation over the removal of his signature from "Las Vegas Story" following his refusal to answer questions of the House Un-American Activities Committee, and whose independently produced "Salt of the Earth" has been the center of a recent controversy, today declared he will file a damage suit against the AFL Film Council chairman, Roy Brewer; Un-American Activities Committee member Donald Jackson and Howard Hughes, charging conspiracy to prevent the completion of "Salt of the Earth." He said Pathe Laboratories also will be named in the suit as having cancelled an agreement to process the picture.

Brewer on Monday issued a statement asserting that the AFL Film Council's 22,000 members have been asked to refuse work on the picture and stating "We hope all Hollywood organizations and corporations will cooperate with us in refusing to aid in completion of the film."

Alderman Joins United

MIAMI, July 22.—S. (Braz) Alderman, for many years with houses of Martin Theatres in Florida, has been named manager of the local branch of United Theatres.

Taylor Rites Tomorrow

HOLLYWOOD, July 22.—Funeral will be held Friday morning for Harry Taylor, 64, distribution veteran, who died Tuesday following a long illness.

Girl Stars Attract Girls: Binyon

HOLLYWOOD, July 22.—Glamorous feminine screen stars are wasting their talents on the males in the audience, and the boxoffice strength they exert is 95 per cent effective exclusively with women movie-goers, Claude Binyon, film director, declared in a talk before the Thespian Club of the UCLA summer session.

Says Actors Attract Men

Men are attracted to motion picture theatres by male stars, because viewing the men on the screen permits them to "identify" themselves with the story, the 20th Century-Fox director-writer asserted.

In support of his contention, Binyon quoted results of a survey conducted by Audience Research, Inc., which showed that, among boys and men, the 14 top favorite stars were all male.

New 3-D Experiment Tried by Rowland

HOLLYWOOD, July 22.—A new development in dimensional effects has resulted from a series of experiments conducted by Roy Rowland in which well-lighted characters appear backgrounded only by black velvet drops. If further refinements of the technique support the promise of early tests, the device will be incorporated in the feature which Rowland is scheduled to direct for Bernhard Productions, Inc.

Using his actor-son, Steve Rowland, and other players, and shooting in 16mm at his home studio, Rowland has made preliminary tests indicating that instead of "flattening" the scene, the black drops have the quality of dimensionally projecting the brilliantly-lighted characters in the foreground.

Kerman Sales Drive For 12 Features

Moe Kerman, president of Favorite Attractions, has launched a sales drive for 12 features which he acquired from the Bank of America.

The features are being set in double-feature packages. The first two are currently in release, "Body and Soul" and "Four Faces West." They have already played the RKO, Century, Skouras, Brandt, Wilby-Kincey and the J. J. circuits.

The second package, consisting of "Ramrod" and "Northwest Stampede," has been booked into the Loew's circuit here. It will then play the Randforce, Century and other circuits.

Re-Equip Portland House

PORTLAND, Ore., July 22.—Installation of a 65-foot-wide CinemaScope screen and stereophonic sound equipment, involving the virtual reconstruction of the Mayfair Theatre here, will be completed by Nov. 1, it has been disclosed by Frank L. Newman, president of Evergreen Theatres.

AT&T Seeks Relay OK

The Long Lines Department of the American Telephone and Telegraph Company has asked the Federal Communications Commission for authority to construct radio transmitters for the operation of additional channels on its New York-Washington radio-relay system.

Mexicans in Move to Ease 'Depression'

MEXICO CITY, July 22. — Local exhibitors are more or less suffering an economic depression resulting from reduced income, attributed largely to the 20 to 35 per cent cut in admission prices the City Amusements Supervision Department enacted last December, and increased operating costs, reports the National Cinematographic Industry Chamber. It asserted that 53 of the 130 theatres here have not only not increased their income but are actually operating at a loss. Most local theatres were recently obliged to hike pay 12 per cent to obtain a two-year labor peace in the bi-annual revision of work contracts. Equipment replacements, electricity, house wear and tear, taxes and social insurance cut heavily into the revenues.

Saying that if this depression worsens, or even continues, theatres here will be in a very bad way indeed, the Chamber announced that it is arranging meetings of members to find means for improving conditions or at least relieving them.

Vote Ordered for CBC Bargaining

OTTAWA, July 22.—Employes of the Canadian Broadcasting Corp. in accordance with a directive of the Labor Relations Board of Canada, will take a vote to determine which of two unions shall be certified as their bargaining agent. The two unions applying for certification are the IATSE and the National Association of Broadcast Engineers and Technicians.

THERE'S "NO ESCAPE" IN NEW ENGLAND!

THE PICTURE WITH THE T.V. AND RADIO SATURATION CAMPAIGN THAT'S BEEN BOOKED BY ALL THESE SMART SHOWMEN!

Matthugh's NO ESCAPE starring LEW AYRES · SONNY TUFTS · MARJORIE STEELE

Paramount & Fenway, Boston, Mass. 7/30-8/5
Olympia, New Bedford, Mass........7/29-8/4
Colonial, Haverhill, Mass........7/29-8/1
Strand, Dover, N.H. 7/31-8/1
Union Square, Pittsfield, Mass........7/29-8/4
Port, Newburyport, Mass........7/29-8/1
Broadway, Lawrence, Mass........7/31-8/6
Warner, Worcester, Mass........7/29-8/4
Bijou, Springfield, Mass........7/30-8/5
Opera House, Newport, R.I. 7/29-8/1
Strand, Providence, R.I. 8/1-7
Saxon, Fitchburg, Mass........7/29-8/1

Empire, Fall River, Mass........7/29-8/4
Center, Hyannis, Mass.........7/29-30
Dreamland, Nantucket, Mass........7/31-8/1
Opera House, Lebanon, N.H. 8/3-4
Magnet, Claremont, N.H. 8/2-4

Ritz, Lewistan, Me. Me.............8/2-4
Nuggett, Hanover, N.H. 8/3-5
Scenic, Keene, N.H...........8/3-4
Lyric, White River Junc. Vt.............8/2-4
Grand, Rutland, Vt. 8/2-4

Plymouth, Leaminster, Mass...........8/2-4
Drive-In, Partsmouth, N.H. 7/29-8/1
State, Manchester, N.H. 8/1-3
Daniel Webster, Nashua, N.H. 8/2-4
New Onsett, Onsett, Mass........7/31-8/2

Peaples Thea., Maynard, Mass........7/30-8/1
Braden, Presque Isle, Me...........7/30-31
Temple, Houltan, Me.............8/2-3
Magnet, Barre, Vt. 8/2-3
Uptawn, Bath, Me. 8/2-3

Lawler, Greenfield, Mass...........7/31
Kieth's, Lowell, Mass...........8/2-4

Elizabeth, Falmouth, Mass...........8/4-5
Ideal, Milford, Mass........7/29-8/1
Bijau, Bangor, Me. 8/5-7
Campus, Middlebury, Vt...........7/29-30
Pastime, Northeast Harbar, Me....7/29-30
Concard, Concord, N.H. 8/2-4
Paramount, Brattlebaro, Vt...........7/29-30
Bellevue, St. Albans, Vt...........7/29-30
Palace, St. Johnsbury, Vt...........7/29-30
Strong, Burlington, Vt..........7/30-8/3

LOOK AT THESE DATES— ALL WITHIN A WEEK!

thru UA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 17 NEW YORK, U. S. A., FRIDAY, JULY 24, 1953 TEN CENTS

OutletsAbroad Set by Fox on CinemaScope

Agreements Reached on European Equipment

Agreements with European manufacturers and distributors of film equipment have been made by 20th Century-Fox to insure rapid and continuous delivery of CinemaScope Equipment, Spyros P. Skouras, president of 20th-Fox, stated here yesterday following his return from Europe early in the week.

In France, besides the production of anamorphic lenses by Prof. Henri Chretien, inventor of CinemaScope, arrangements have been made with Brockliss - Simplex, Establissements Charlin and Compagnie Radio-Cinema for stereophonic sound equipment, while Michel Avenard will work on screens for CinemaScope installations.

In Spain, Industria Electronica, S.A., and Manufacturas Jose Jover, S.A., will produce stereophonic sound equipment and screens, respectively.

For the Italian market, agreements

(*Continued on page* 4)

30 Features In New Media

Hollywood producers have already set at least 30 pictures in the extra-wide category, i.e., aspect ratio 2.55 to 1 (CinemaScope) or 2.66 to 1 (WarnerSuperScope).

The breakdown is as follows: Warners, six, WarnerSuperScope; and in CinemaScope, 20th-Fox, 13; MGM, four; Columbia, two; Walt Disney, three; Allied Artists, one, and Errol

(*Continued on page* 4)

'Permanent' Glasses To Para. Patrons

PHILADELPHIA, July 23.—The Tower Theatre, an AB-PT suburban run, this week is experimenting in giving patrons permanent 3-D polarized glasses of an improved type distributed by National Screen Service. Jay Wren, division manager, said the theatre has "the utmost confidence in its patrons," and believes they will bring the glasses with them time after time for other 3-D features.

14-Week Para. Sales Drive As A Tribute to Zukor

The Paramount sales organization will pay homage to Adolph Zukor, board chairman, in celebration of his 50 years in the industry, with a 14-week sales drive, running from Aug. 30 to Dec. 5. In announcing the drive, which will be known as the "Adolph Zukor Golden Jubilee Salute," A. W. Schwalberg, president of Paramount Film Distributing Corp., said that thousands of dollars in prizes would be awarded to winning sales personnel. In branches finishing in first, second and third positions, all employes will receive an extra week's salary.

Adolph Zukor

Apart from monetary prizes, special

(*Continued on page* 5)

Doctor, McCoy Win 'Quigley Awards' For 2nd Quarter

Charles Doctor, manager of the Capitol Theatre in Vancouver, and P. E. McCoy, manager of the Miller Theatre, Augusta, Ga., were the second quarter winners in the Quigley Award Competition in showmanship.

Doctor's campaign of "Hans Christian Andersen" and McCoy's efforts in community relations won them their citations.

Among Scroll of Honor winners were Martin Cave, Dominion Theatre, Victoria, B. C.; Hudson Edwards, Highway 80 Drive-in, Savannah, Ga.; John Endres, Calderone Theatre, Hempstead, N. Y.; Bob Harvey, Capitol, North Bay, Ont.; Sam Gilman, State, Syracuse; T. L. Pike, Martin, Columbus, Ga., and Ben Schwartz, Lincoln, Massillon, O.

Judges of the contests were Ray Murray, trade press contact for Columbia; Montague Salmon, managing director of the Rivoli on Broadway, and Rutgers Neilson, overseas advertising and publicity director for RKO Radio.

UA Winds Up First Overseas Conclave

LONDON, July 23. — United Artists' inter-Continental sales meeting, the first in the company's history, closed today on a note of enthusiasm following a series of territorial meetings in which delegates viewed and set plans for forthcoming United Artists product.

Some 100 members of the company's foreign organization met for the week at the Savoy Hotel, with Arnold

(*Continued on page* 5)

11½% Hike May End NY 'Lab' Deadlock

A 11½ per cent wage increase for laboratory technicians here was seen last night as a possible solution to the deadlock in the negotiations for a new pact between Local No. 702 and Eastern laboratories.

The laboratories' negotiating committee and representatives of the union

(*Continued on page* 5)

Para. Trade Show To Attract Many

A large representation of New York metropolitan area exhibitors has accepted invitations to attend the Paramount Jubilee trade show at the home office preview theatre on Monday, Hugh Owen, Eastern and Southern division manager, reported yesterday.

Similar trade shows will be held in theatres in all key cities on Monday, with the exception of Chicago, where the screenings are scheduled for next Wednesday. The features to be shown are "The Caddy," "Little Boy Lost" and "Roman Holiday." Press and radio-TV representatives, civic leaders and others also have been invited to attend the jubilee trade shows with exhibitors.

Preceding the showings, a brief, introductory film will be screened in which A. W. Schwalberg, president of Paramount Film Distributing Corp., will present an optimistic view of the industry's immediate future.

Color TV Petition Filed with FCC

WASHINGTON, July 23.—The National Television System Committee today asked the Federal Communications Commission to approve its technical standards for compatible color television.

The all-industry group has been working on the standards for several

(*Continued on page* 5)

Defer Vote on Mason's Bill Until Today

'Amendment' Arguments May Delay It Further

WASHINGTON, July 23.—The Senate is scheduled to take up tomorrow the Mason admission tax relief bill, Senate acting majority leader Knowland (R., Calif.), declared this afternoon. During much of today, there was a possibility that the bill, which would exempt motion picture theatres from the 20 per cent admission tax, would come up for a Senate floor vote but the measure finally got crowded out and was put over. Moreover, Knowland admitted that there is a distinct possibility that the same thing will happen tomorrow and that the bill will be forced over to Saturday.

However, he stated, the Senate will almost definitely get to a vote on the bill this week and "very likely that will be tomorrow."

The Californian declared that he agreed with Senate Finance Commit-

(*Continued on page* 5)

14,000 Houses To Aid Korea

In line with its traditional spirit of community and public service, the motion picture industry, under the auspices of the Council of Motion Picture Organizations, will conduct an "Aid to Korea" week through audience collections in 14,000 theatres. A majority of the theatres will conduct their collections during the week

(*Continued on page* 5)

Mason Bill Progress Boosts Film Stocks

Although trading was light, virtually all motion picture stocks made fractional gains in yesterday's market.

The financial district attributed the interest in film shares to Washington reports which were optimistic of the chances for the Mason Bill, exempting motion picture theatres from the 20 per cent Federal amusement tax, being enacted before Congress adjourns.

Personal Mention

MOREY GOLDSTEIN, Allied Artists general sales manager, will leave here Monday for the Coast.

•

Gerald Shea, president of the Shea circuit, returned to New York today from a two-week tour of Western theatres.

•

Dick Wright, Stanley Warner district manager in Cleveland, has been inducted into the Sioux Indian tribe.

•

Alice Crain, head booker of Motion Picture Service, San Francisco, was married to Michael Bielan at Long Beach.

•

Erwin Neuman, Putnam, Conn., executive of Interstate Theatres, and **Mrs. Neuman**, are parents of a baby daughter.

•

Milton Harmon, manager of the Fox Wisconsin Uptown Theatre, Milwaukee, has left there for Hollywood.

•

Max E. Youngstein, United Artists vice-president, will return to New York today from Europe.

•

Herman Hoffman, M-G-M associate producer, left New York by plane yesterday for Hollywood.

•

Herman Ripps, M-G-M assistant Eastern sales manager, has returned to New York from Albany.

•

Howard Dietz, M-G-M vice-president, returned here yesterday from Cleveland.

•

Arthur Schwartz, composer, is in Chicago from New York.

•

John Guilfoyle, of the Paramount advertising department, starts his vacation today.

•

L. D. Netter, Jr., Altec general sales manager, has left New York for Providence.

•

Jack O'Connell, Toledo theatre owner, is in St. Vincent's Hospital there being treated for a broken leg.

•

Pandro S. Berman, M-G-M producer, will arrive in New York from Hollywood on Sunday.

•

Everett Olsen, Paramount advertising field representative, has returned here from Atlanta.

•

Jerry Zigmond, United Paramount Western division manager, is in San Francisco from Los Angeles.

•

Ben Sharpstein, producer, will leave New York today for Europe aboard the S. S. United States.

•

Oscar Doob, M-G-M executive, left New York by plane yesterday for Hollywood.

•

E. C. De Berry, manager of the Paramount branch in Buffalo, has left there for Charlotte.

Reviews

"Return to Paradise"

(Aspen Productions—United Artists) *Hollywood, July 23*

A LOT of years and pictures have demonstrated repeatedly the power of the Gary Cooper name to pull a crowd and of the Cooper personality and/or talent to carry a picture. The marquee meaning of the word Technicolor is about as well established. And just now, by pleasant coincidence, the name of James A. Michener, the "South Pacific" man and the author of the currently best-selling "Bridges of Toko-Ri" and of the book from which this picture is taken, is red-hot in reader circles and among the followers of mass-circulation magazines. These are three good reasons why this Aspen production presenting Cooper as a white man who cases himself on an island in the Polynesian group to get-away-from-it-all or something, and finds he can't, should prosper. The fact that he plays a decidedly unadmirable character, in a story that requires of its audiences a heap of sympathetic understanding, is a good reason for shooting the exploitation works at getting the utmost out of a smash opening.

The character played by Cooper is never clearly explained in Charles Kaufman's otherwise quite explicit screenplay. It is that of an unhappy, irritable and two-fisted drifter who lands on the island determined to stay in spite of ouster orders given at once by the white son (Barry Jones) of a revered missionary, long dead, whose religious teachings the natives are forced by the over-zealous son to follow to exaggerated lengths. Cooper shoots the windows out of the meeting house by way of venting some never-clear emotion, and in time carries his resistance to island rules set down by Jones to the point where the natives revolt, overthrow Jones' control, and continue in a combination of churchly devotion and their own original moral system.

Under these circumstances Cooper accepts a native girl who comes to live with him and, when she dies in their unsolemnized state while bearing him a baby, he gives the baby to friendly neighbors and leaves the island. Years later, when the abandoned baby is grown up, he returns to the island, in response to a message citing need of petrol for war watchers, and meets his daughter in time to prevent her from repeating with a Marine the mistake her mother made with him years ago. (That sounds like a formula reformation story, but there is nothing formula about it—nor reformation either—as presented.)

The film, photographed on the islands, is nice to look at, as to color, and has some information of interest concerning early island customs and culture to convey. Dialogue describing some of these—as when the girl in the case tells Cooper about the custom by which, before the missionary came, island girls had babies before marriage as a means of proving they would make good mothers—isn't quite as suitable for tender ears as it might have been, for instance in a documentary film, or a text book.

The production is by Theron Warth, and the direction by Mark Robson.

In the cast, other than those named above, are Robert Haynes, Moira MacDonald, John Hudson, Va'a, Hans Kruse, Namea Mataumma, Herbert Ah Sue, Henrietta Godinet, and others.

Running time, 100 minutes. Adult audience classification. Release date, July.

WILLIAM R. WEAVER

"Abbott & Costello Meet Dr. Jekyll and Mr. Hyde"

(Universal-International)

TWO known values can be exploited in this latest adventure in the careers of Bud Abbott and Lou Costello: the comedy stars and the drawing power of Boris Karloff as the original screen schizofrenic. The net result of this combination provides some pleasing nonsense and horror, as buffoonery and bestiality join hands.

Abbott and Costello fans should enjoy the proceedings but pure horror enthusiasts may be a trifle disappointed, because the horror is played mostly for laughs. Karloff slinks and growls as the animal Mr. Hyde and is most suave as the good doctor. The magic of motion pictures not only transforms Karloff into a monster right before your eyes but, as an added attraction, turns Costello into a playful prototype of the killer.

The story is set in London at the turn of the century, a time when a mysterious monster is terrorizing the populace. The comics are members of the London police force—at least until they become involved in a brawl with a group of suffragettes. Deciding they must make a daring arrest to return to the good graces of the department, they go out to trap the monster.

As expected, fury breaks loose. The trials and tribulations of the boys involve secret doors, weird serums, chases through, around and up the sides of buildings, and the final capture of the villain. During the course of events, Costello is turned into a huge mouse and then into a monster with a contagious bite.

Competently supporting the principals are Craig Stevens, as a young reporter; Helen Westcott, as Karloff's ward; Reginald Denny, as a police inspector, and John Dierkes. Howard Christie produced and Charles Lamont directed from a screenplay by Leo Loeb and John Grant.

Running time, 76½ minutes. General audience classification. For August release.

3 Companies Add Stock Holdings

Three industry companies have reported increases in the amount of stock held in their respective firms to the New York Stock Exchange.

American Broadcasting-Paramount Theatres, which previously reported holding 58,022 shares of its five per cent preferred stock, has increased the amount by 2,300, bringing the total to 60,322.

Big Paramount Increase

Paramount Pictures, previously holding 5,700 shares of common, has increased the total by 10,200, for a total of $15,900.

Universal Pictures has added 130 shares of its 4¼ per cent cumulative preferred to the previously reported 1,270 shares, bringing the total to 1,400 shares.

Film Stars in GE Series of Video

HOLLYWOOD, July 23.—Stuart Reynolds has closed a deal with General Electric, acting through the Batten, Barton, Durstine & Osborne agency for the filming under his Reynolds Production banner, of a new series of 13 half-hour TV films featuring top motion picture stars.

Each presentation in the new series will be a complete dramatic show, with different stars featured. The first will be telecast on Sunday, Sept, 27, over the CBS television network at 9:00 P.M. (EDST).

Hodes Testimonial Is Set for Aug. 5

Phil Hodes, who is retiring on Aug. 1 as New York exchange manager for RKO Radio, will be given a testimonial luncheon at the Hotel Astor on Aug. 5 by approximately 250 friends. Harold Klein of J. J. Theatres is in charge of arrangements.

Hodes, except for the years between 1916 and 1922, when he was with Universal, has spent his entire industry career with RKO and its predecessor, FBO.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT . NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR . An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

3 DIMENSION
"THE CHARGE AT FEATHER RIVER" WarnerColor
WarnerPhonic Sound
PARAMOUNT TIMES SQUARE
in person
LES PAUL & MARY FORD
ALAN DEAN
HERBERT and SAXON
BOBBY BRANDT
RUSS CASE AND HIS ORCH.
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Token Tie-in on Tickets Takes Toll in Trouble

By AL STEEN

A simple idea of cornering 5,000 Transit Authority tokens, worth 15 cents each, and selling them for a dime apiece upon the purchase of a 65-cent evening admission ticket, has given the Avenue U Theatre in Brooklyn a lot of publicity and has given a terrific headache to Al Green, its manager.

"I've been doing nothing but eating aspirins all day," Green said yesterday.

With lawyers, the Transit Authority and department store press agents breathing down his neck, Green said he wished he had never started the idea in the first place. However, it has been implied by calls in person and on the telephone that if he ever wanted to quit his 600-seat neighborhood theatre, there would be a good press agent's job waiting for him in any number of places.

The Transit Authority wants to know where he got the tokens and Green isn't talking. He fears that the revelation would cost somebody his job. And some of the biggest department stores are pretty sore because they wanted to set up booths in their main floors and sell the tokens as a public service. But they were refused. In fact, one store wanted to take 3,000 tokens off Green's hands and give him a $50 bonus. "No dice," said Green. "That might mean another headache on top of the ones I have and why should I keep the aspirin people in business?"

Several Ways of Losing Nickel

Green admitted that news of his offer brought in some extra business for "Hans Christian Andersen" on Wednesday. It also brought a lot of new customers who never had been in his theatre before. The trouble was, Green said, some of the people wanted to buy tokens without buying a ticket, claiming they already had seen the picture. One woman wanted to buy a matinee ticket and two children's admissions, claiming that the total came to more than 65 cents, but Green stuck by his policy. After all, he's losing a nickel on each sale.

Television station WNBT sent a camera crew to the theatre on Wednesday and filmed the token jamboree, getting the footage printed in time for the 11 o'clock newscast that night. The "New Yorker Magazine" sent a writer for a feature story. And the newspapers gave the stunt extensive coverage, thereby giving a boost to both "Andersen" and yesterday's picture, "Never Let Me Go." One paper indicated that the current feature should be "A Slight Case of Larceny."

Past the Thousand Mark

Up to late yesterday afternoon, Green had sold a little more than 1,000 tokens. He's not afraid that he will be stuck with an inventory.

New York City's transit lines will raise fares from 10 to 15 cents at midnight tomorrow and the tokens are to replace the dime coins which are now used in turnstiles.

Operators of the big Times Square area theatres, already apprehensive that the boost in transportation cost would discourage patrons, particularly youthful ones, from riding downtown to see first run pictures as often as they formerly did, are uncertain whether the Avenue U's stunt will hurt or aid them if it should spread to other subsequents.

Some felt that while it might encourage patrons to attend neighborhood theatres one night, they might use their bargain tokens to ride downtown to a first run the next night. However, from Green's experience up to now, the stunt does not seem likely to be widely adopted by other exhibitors.

Ceremonies For Cinerama Record

To herald the record 20th week of "This Is Cinerama" at the Music Hall in Detroit, starting Tuesday, Aug. 4, Lester B. Isaac, general manager in charge of exhibition for Cinerama Productions Corp., has set special ceremonies in that city which will include special civic honors, a balloon barrage, fireworks display, broadcasts from the theatre lobby, and a specially invited audience of state and municipal dignitaries, civic and social leaders and the press.

The previous longest run in that city was set in 1914 when "Neptune's Daughter" ran for 10 weeks at the Detroit Opera House.

Sendoff for Wechsler

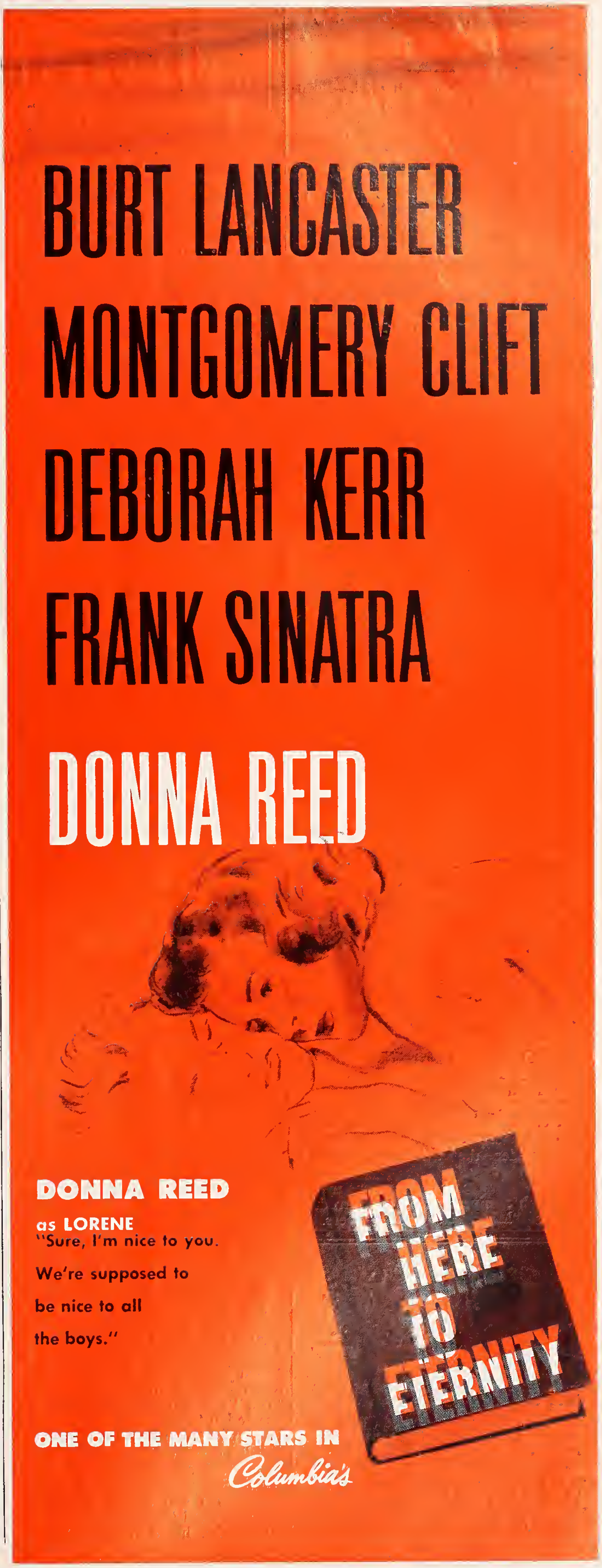
CLEVELAND, July 23.—A farewell dinner will be held Monday in the Theatrical Grill in honor of Jerome Wechsler, Warner branch manager here, who has been transferred to Pittsburgh. It will also pay tribute to Ernest Sands, who has been promoted from city sales manager to succeed Wechsler as head of the local branch.

Tribune Theatre in Suit Settlement

Lane & Winard, lawyers for the Tribune Theatre Corp., operators of the Tribune Theatre, here, report that a settlement has been reached with Warner Brothers and Universal in the pending action brought by the Tribune Theatre Corp. in U. S. District Court against Warner and 20th Century-Fox. It was said the Tribune has been granted a first neighborhood run in Manhattan. Prior to the commencement of the action the Tribune had been granted a first neighborhood run by RKO Radio. Before that the Tribune had to follow the Academy of Music by seven days, said Robert Lane, of the law firm.

Burkland Leaving CBS

NORFOLK, Va., July 23.—Carl J. Burkland, director of station administration for CBS Radio since 1951 and who has been associated with the network for 24 years, has resigned to become executive vice-president and general manager for the Portsmouth Radio Corp., operator of radio station WSAP, serving the Tidewater area of Virginia.



BURT LANCASTER
MONTGOMERY CLIFT
DEBORAH KERR
FRANK SINATRA
DONNA REED

DONNA REED
as LORENE
"Sure, I'm nice to you.
We're supposed to
be nice to all
the boys."

FROM HERE TO ETERNITY

ONE OF THE MANY STARS IN
Columbia's

Industry Census by The U.S. Is Off

WASHINGTON, July 23.—Economy-minded Congressmen have killed plans of the U. S. Census Bureau for a comprehensive census of business and manufactures next year.

The proposed survey was to have included information about the film industry never before gathered by the government.

The House originally eliminated all funds sought for the project. The Senate voted $9,400,000, but House-Senate conferees finally agreed on $1,500,000 for "spot-checking" of business and manufacture, rather than the usual comprehensive five-year census.

Census Bureau officials were completely baffled as to just what sort of "spot-checking" they were supposed to do. One official said it might include some film industry work, but that no one knew for sure and that it certainly would not be the far-reaching and significant data that the Bureau had hoped to get.

California Theatres Reelect L. S. Hamm

SAN FRANCISCO, July 23.—California Theatres Association members have reelected L. S. Hamm, president of Westside Theatres, president for the third term. All directors and officers were also reelected, as follows:

Ben Levin, General Theatrical, first vice-president; Abe Blumenfeld, Blumenfeld Theatres, second vice-president; Graham Kislingbury, North Coast Theatres, secretary; Boyd Sparrow, Warfield Theatre, treasurer, and directors John J. Parsons, Telenews Theatres; Roy Cooper, United-California Theatres; Earl W. Long, United-Paramount; Richard Nasser, Nasser Brothers; C. V. Taylor, United-California; Irving M. Levin, San Francisco Theatres, and Mark Alling, Golden Gate Theatres.

Hulda McGinn, legislative and public relations representative, was reappointed, and Charles M. Thall was again named executive manager.

RKO Will Reissue 5 'Mickey Mouses'

RKO Radio will reissue five key "Mickey Mouse" cartoons, plus one additional starring "Goofy," Mickey's companion. Exhibitors will have the choice of playing each subject singly, or as a short feature running 47 minutes under the title of "Mickey's Birthday Party."

The reissuing of the cartoons marks the 25th anniversary of the introduction of "Mickey" to theatre-goers.

STOCK FOOTAGE

Summer Sunsets, Winter Winds, Surf and Sands and Snow and Sky . . . any season or mood...easy to order from 15,000 completely cross-indexed subjects. Send for Catalogue B

NBC FILM LIBRARY

105 E. 106 St., New York

Television--Radio

with Pinky Herman

ABC has signed ace newspaperman and top emcee John Daly to become vice-president and executive director of ABC-TV's News, Special Events and Public Affairs, starting Aug. 1. Daly, upon completion of his commitments on "What's My Line?" and "It's News to Me," will appear on ABC and ABC-TV exclusively. . . . Esta Barros, talented young actress seen on several big time TV dramatic shows, in order to attain more experience, has joined the Neighborhood Playhouse and works as a restaurant hostess-receptionist during the day. . . . Leland Hayward, who produced the "Ford Fiftieth Anniversary Show" (NBC-TV—CBS-TV) has been signed to Produce TVehicles exclusively for NBC. He'll also act as TV consultant.

☆ ☆ ☆

Jan Murray

Mogen David Wines will pick up the tab for the new half-hour audience-participation series, "Dollar a Second," which will bow onto the DuMont net on Sunday, Sept. 20 at 10:00 P.M. Jan Murray will be the emcee with Mike Dutton the producer. Agency is Weiss & Geller. . . . The Robert Montgomery Summer Theatre stock players, including Vaughn Taylor, Elizabeth (Robert's talented daughter) Montgomery, Margaret Hayes and John Newland, will each be rewarded with a top role in future "Montgomery Presents" in the Fall. . . . Motion picture companies are starting to cash in on new TV tie-ins. For instance, Paramount star Rhonda Fleming is seen daily plugging Lustre Creme and Chesterfield cigarettes. . . . They rate a 24-gun salute for their civic services. We mean M.C. Don Russell, Producer Roger Gerry and Director Barry Shear of the Friday nite program, "Guide Right" which, after but six months on WABD, is now scheduled over 35 DuMont stations and has featured top-flight singers, comics and dancers, with Elliott Lawrence, musical director.

30 Features

(*Continued from page 1*)

Flynn Productions, one. These are films for which firm production commitments are said to have been made. It is expected that the number will grow larger within the next several weeks.

The six WarnerSuperScope films are: "A Star Is Born," "Lucky Me," "Rear Guard," "Helen of Troy," "Mr. Roberts" and "East of Eden." Of 20th-Fox's 13, four already are completed: "The Robe," "How to Marry A Millionaire," "The Gladiators" and "Twelve-Mile Reef." Upcoming are "Prince Valiant," "There's No Business Like Show Business," "River of No Return," "Hell and High Water," "King of Khybur Rifles," "Three Coins in the Fountain," "The Egyptian," "Desiree" and "Night People."

Four M-G-M Productions

The M-G-M productions include the now shooting "Knights of the Round Table" and "Rose Marie," as well as the forthcoming "Brigadoon" and "Beau Brummell." The Walt Disney roster includes the cartoon feature, "The Lady and the Tramp," and the live-action "20,000 Leagues Under the Sea," plus another, still untitled. In addition to these features, Disney plans to produce several short subjects in CinemaScope, including a Donald Duck short and one in the "Adventures in Music" series.

Columbia has announced "several" for CinemaScope, but set for production now are "Pal Joey" and "My Sister Eileen." The Allied Artists' feature will be "The Black Prince" and the Errol Flynn picture, now shooting in Europe, is "William Tell."

Outlets Abroad

(*Continued from page 1*)

have been entered into with Cinemeccanica, Microtecnica and Ing. Angelo Fedi for stereophonic sound equipment for CinemaScope, while Officine Galileo di Milano is making lenses. Cinemeccanica will also produce screens.

In Germany, Zeiss Ikon and Siemens and Halske will handle sound equipment, while Max Schumann will engage in the production of screens.

In Sweden, Scandinavian exhibitors will receive their CinemaScope screens from A.B. Nils Nessim.

Meanwhile, it was announced that approximately 300 theatres in the U.S., including those of Stanley-Warner, RKO, Loew's and National already are now equipped for CinemaScope.

Declare Roxy Dividend

HOLLYWOOD, July 23.—A quarterly cash dividend of 37½ cents per share on the outstanding preferred stock of Roxy Theatre, Inc., has been declared. It is payable Sept. 1st to stockholders of record at the close of business on Aug. 14th.

BOT Sets Up 9-Man Board of Directors

A nine-man board of directors has been set up by Box Office Television, Inc., under an amended certificate filed in Albany. The amendment permitted the changing of the number of directors from not less than three nor more than five to three and 18, respectively.

The board now consists of Milton N. Mound, Sid Caesar, Abram Chasins, William T. Rosensohn, Ivan Veit, Walter J. Bergman, Dr. Irving Somach, Bill Hobin and Bernie Green.

Purposes Outlined

Among the corporation's purposes and powers are "to carry on the business of theatre proprietors and managers, and in particular to provide for the production, representation and performance in any theatre, or for broadcast by radio or television, or through any medium now known or which may hereafter be invented, or created, operas, stage plays, operettas, burlesque, vaudeville, ballets, pantomimes, pageants, spectacular pieces, promenades, concerts, sporting events and other special events."

'Band Wagon' Girls To Visit 59 Cities

Barbara Ruick, M-G-M starlet, and five models who appear in "The Band Wagon," now in its world premiere at Radio City Music Hall here, will make a 59-city tour starting Monday, all visits being just in advance of the opening of the picture in the city visited. Each of the girls will cover one division and each of the tours will consume two weeks.

Miss Ruick will cover an Eastern tour of 12 cities; Peggy Gordon will tour nine Southern cities; Julie Dorsey will appear in 10 Southeastern cities; Joet Robinson will visit 11 Midwestern cities; Eden Hartford will cover seven Central cities and Nolie Miller will call at 10 Western cities.

Margolies Company Expands Services

The press and public relations organization headed by Albert Margolies for the last 11 years hereafter will be known as Albert Margolies & Co., Inc., with new offices here. While the organization will continue to concentrate on motion pictures and allied fields, a new department has been set up to handle promotion and publicity in other industries. Edith Progozy, formerly with 20th Century-Fox International, recently joined the company.

'Chance' Opens on $6,827

RKO' Radio's "Second Chance" opened at the Criterion here Wednesday with a $6,827 gross, Charles Boasberg, general sales manager, reports.

$525,000 18-Week Gross for 'Salome'

Columbia's "Salome" completed its 18-week run at the Rivoli Theatre here this week with a total gross of approximately $525,000. It was this year's longest Broadway run. The picture opened at the Rivoli on March 24 and closed on Tuesday.

Para. Drive

(*Continued from page 1*)

citations to be known as "Schwalberg Merit Awards" are being arranged.

"The 'Adolph Zukor Golden Jubilee Salute'," Schwalberg said, "is designed to stand as the supreme merchandising effort in the long history of Paramount Pictures, and, as such, will be the greatest possible tribute the Paramount sales organization could extend to the man whom we regard with deep affection as 'Mr. Motion Pictures.'

Top Product Readied

"A huge array of top product has been made available for the drive by the Paramount studio as its contribution to our tribute to Mr. Zukor," Schwalberg said.

August will bring the general release of "Shane," in color by Technicolor for panoramic screen and stereophonic sound, and "Arrowhead," Technicolor starring Charlton Heston, Jack Palance, Katy Jurado and Mary Sinclair.

September releases will be William Wyler's "Roman Holiday," starring Gregory Peck, Audrey Hepburn and Eddie Albert, and the Dean Martin-Jerry Lewis comedy, "The Caddy."

October will bring George Pal's "The War of the Worlds," Technicolor, for panoramic screen and stereophonic sound; and "Little Boy Lost," produced by William Perlberg, directed by George Seaton and starring Bing Crosby, Christian Fourcade and Claude Dauphin.

Several for Post-October

After October, Schwalberg indicated, the following pictures will be ready for release, although not necessarily in the order named: "Those Redheads from Seattle," in 3-D Technicolor, starring Rhonda Fleming, Gene Barry, Guy Mitchell and the Bell Sisters; "Botany Bay," Technicolor, with Alan Ladd, James Mason, Patricia Medina and Cedric Hardwicke; "Forever Female," starring Ginger Rogers, William Holden, Paul Douglas and Pat Crowley; "Here Come the Girls," Technicolor, starring Bob Hope, Tony Martin, Arlene Dahl and Rosemary Clooney; "Flight to Tangier," in 3-D Technicolor, starring Joan Fontaine, Jack Palance and Corinne Calvet, and "Elephant Walk," Technicolor, starring Elizabeth Taylor, Dana Andrews and Peter Finch.

UA Conclave

(*Continued from page 1*)

Picker, vice-president in charge of foreign distribution, presiding.

Highlight of the convention was Picker's report of the rise in United Artists foreign gross of more than 200 per cent for the first six months of 1953 over the comparable period last year.

The convention which included U.A. sales executives from 17 countries of Europe, the middle East, Asia and Australia heard addresses by Robert S. Benjamin, chairman of the board; Max E. Youngstein, vice-president; Montague Morton, managing director of UA here and Picker. All speakers stressed the advances made by UA in the last few years.

Youngstein will return to New York tomorrow while Benjamin will remain in Europe for another month. Picker's plans are not set.

Reviews

"Fort Algiers"

(*United Artists*)

THIS is in the territory and tradition of "Beau Geste." The resemblance, however, is slight. The picture also is a sort of North African Western, with the Redskins supplanted by Moroccans, who are hard riders, sly and villainous. The whites, in their determination to sacrifice all for the Foreign Legion and the honor of France, always are uncompromisingly upright.

Producer Joseph N. Ermolieff sent a crew to Morocco and came up with some fine desert and mountain castles, and desert scenes and cavalry charges. Yvonne de Carlo, the only "name," and the cast are overburdened. The script's lines and situations are at times similar to the familiar desert-Foreign Legion-espionage-theme.

Miss de Carlo, a French spy assigned to ferret the plans of Moroccan Amir, Raymond Burr, who is hatching a rebellion, the first move of which is to capture oil fields. Complications in her love life are misunderstandings by Carlos Thompson, whom, on a previous espionage mission in France, she had been forced to deceive; whereupon he joined the Foreign Legion.

In Africa, Burr soon learns who she is, and from then on they cooperate. The two ride to the oil field where, with a pathetic handful of other whites, they stave off a wild attack until, bugles blowing, the Legion comes to the rescue. Lesley Selander directed, from a screenplay by Theodore St. John. Edward Alperson, Jr., was associate producer.

Others in the cast are Leif Erickson, Anthony Caruso, John Dehner, Robert Boon, Henry Corden, Joe Kirk, Bill Phipps and Sandra Gale.

Running time, 78 minutes. General audience classification. July release.

"Valley of the Headhunters"

(*Columbia*)

GOOD "Jungle Jim" entertainment, full of action and interest for followers of Johnny Weissmuller, Sam Katzman's production, directed by William Berke, is topped off by an intriguing title for marquee display. Supporting Weissmuller are Christine Larson, a shapely interpreter of jungle dialects; Steven Ritch, a well-meaning but inexperienced army officer assigned to keep law and order, and Robert C. Foulk, a crooked lawyer who is out to obtain the rights to some oil-rich jungle property.

Jim is assigned to accompany a government agent into the interior of the jungle to obtain the natives' approval for copper mining, the latter needed to help the defense effort. Unknown to Jim, Foulk also wants the rights, but for oil, not copper. Thereafter, Foulk, with the aid of a no-good native, sponsors raids on the natives' villages which he makes to look like the work of Jungle Jim.

The terrified natives almost erase resourceful Jim and his friends before virtue triumphs in a fitting, rough and tumble climax. Included in the footage are occasional clips featuring candid shots of wild animals. Comedy support comes from Jim's clownish chimpanzee, Tamba.

Others in the cast are Nelson Leigh, Joseph Allen, Jr., George Eldredge, Neyle Morrow, Vince M. Townsend, Jr., Don Blackman and Paul Thompson.

Running time, 67 minutes. General audience classification. For August release.

Color TV

(*Continued from page 1*)

years. Compatible color television means that color signals can be received in black and white on existing sets and in color on new color receivers.

The Commission three years ago approved a non-compatible color system advanced by CBS, but that system has been lying dormant practically since its approval. Recently, NBC and RCA asked the Commission for approval of standards based on the NTSC standards.

The NTSC today said that "exhaustive" tests had showed that its system produced a "highly satisfactory" color picture and a "high quality" black and white image. Dr. W. G. Baker, NTSC chairman, declared that adoption of its standards would encourage "keen competition" in developing TV apparatus and encouraging the rapid growth of color TV. The committee said it would help arrange a demonstration of its system at the FCC's Laurel, Md., laboratories.

Drive-in Permit Refused

STOCKTON, Cal., July 23.—The San Joaquin County Planning Commission, as a result of many protests, has denied to Syufy Enterprises the right to locate a drive-in theatre south of the Stockton State Hospital Farm. An appeal will be taken by Syufy.

14,000 Houses

(*Continued from page 1*)

of July 27-Aug. 2. Others will commence on Aug. 3 and 5.

The announcement was made yesterday by COMPO co-chairmen Trueman Rembusch, Sam Pinanski, and Al Lichtman, and the campaign will be in conjunction with the American Korean Foundation, of which Dr. Milton Eisenhower is president. The drive is being conducted at the request of President Dwight D. Eisenhower who personally inspected the Korean situation. Robert W. Coyne, special counsel, will supervise the COMPO activities.

Presidential Appeal on Screens

A personal appeal by President Eisenhower will be made on the screens of the theatres of the nation to contribute to the fund and help the civilian population of Korea. The appeal trailer is two minutes in length. Special press books outlining the message and purposes of the campaign have been prepared. The appeal trailer and press books are being distributed to all theatres by National Screen Service as a public service. The goal of the theatre drive is to raise emergency funds to help the civilian population of Korea, more than 100,000 Korean orphans, and 15,000 amputees.

COMPO's regional and state chairmen will serve as directors in the campaign.

Mason Bill

(*Continued from page 1*)

tee chairman Millikin (R., Col.) that any amendments to the bill to give relief to other industries would probably kill the measure.

Meanwhile, exhibitors continued to pour in from all over the country to keep up the contact with individual Senators on the need for early action on the Mason Bill and on the necessity of defeating all amendments.

Officials of the tax committee of the Council of Motion Picture Organizations said they were getting reports that "every industry under the sun is going to try to get an amendment." They were still optimistic, however, of their chances of holding the line.

11½% 'Lab' Hike

(*Continued from page 1*)

met yesterday and Wednesday and, while no announcement of an agreement was forthcoming late yesterday, there was some basis for belief that the union would accept the managements' counter-offer.

The union had asked for a 15 per cent wage hike in a new contract and the laboratories had set a 10 per cent figure.

Korean Aid, Compo, Backed in Chicago

CHICAGO, July 23.—Chicago's leading exhibitors, at a meeting called by local COMPO chairmen Jack Kirsch and Dave Wallerstein, voted unanimously today to support President Eisenhower's Korean aid drive, with theatre collections to start Friday, July 31.

Wallerstein gave a progress report on the fight to repeal the Federal admissions tax and the reel prepared by the industry for showing to the House Ways and Means Committee was screened. A personal plea for Korean aid funds by President Eisenhower also was screened and those present broke a long-established precedent in their decision to take up an audience collection, inasmuch as only one theatre collection per year, for La Rabida Jackson Park Sanitarium, has been made in local theatres in recent years.

Commenting on the work done in pushing repeal of the tax, John Balaban, who returned with Wallerstein from Washington last night, said he feels that COMPO has demonstrated that it is of tremendous value to the industry and that he is in favor of continuing COMPO on a permanent basis.

Downstate exhibitors will also start theatre collections for Korean aid this coming week.

Army OK's AA Film

HOLLYWOOD, July 23.—The first 3-D feature to require Department of Defense approval, John Champion's "Dragonfly Squadron," for Allied Artists, today received its okay from Lt. Col. Claire E. Towne. The film deals with pilots over Korea.

'Time' Opens Monday

"So Little Time," English feature released here by MacDonald Pictures, will open at the Little Carnegie Theatre on Monday. The film stars Marius Goring and Maria Schell.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 7		(June Releases) THE JUGGLER Kirk Douglas D—86 min. (Rev. 5/5/53)	GHOST SHIP Dermot Walsh D—69 min. (5228) (Rev. 7/22/53)	SCANDAL AT SCOURIE (Color) Greer Garson Walter Pidgeon D—90 min. (336) (Rev. 4/30/53)	(June Releases) JAMAICA RUN (Color) Ray Milland Arlene Dahl D—92 min. (5220) (Rev.4/9/53)	CITY THAT NEVER SLEEPS Gig Young Mala Powers D—90 min. (Rev. 6/11/53)	TARZAN AND THE SHE-DEVIL Lex Barker D—76 min. (324) (Rev. 6/24/53)	(June Releases) THE GIRL NEXT DOOR (Color) Dan Dailey M—92 min. (320) (Rev. 5/18/53)	(Arch Oboler) THE TWONKY Hans Conried D—72 min. (Rev. 6/25/53)	(June Releases) COLUMN SOUTH (Color) Audie Murphy Joan Evans O—84 min. (320) (Rev. 5/20/53)	
June 14	MURDER WITHOUT TEARS Craig Stevens D—64 min. (5328) (Rev. 6/24/53)	SIREN OF BAGDAD (Color) Paul Henreid D—72 min. (Rev. 5/22/53)		DREAM WIFE Cary Grant Deborah Kerr C—90 min. (335) (Rev. 3/10/53)	THE VANQUISHED (Color) John Payne D—84 min. (5221) (Rev. 5/7/53)		AFFAIR WITH A STRANGER Jean Simmons Victor Mature CD—87 min. (323) (Rev. 6/18/53)	POWDER RIVER (Color) Rory Calhoun OD—78 min. (321) (Rev. 5/14/53) PICKUP ON SOUTH STREET Richard Widmark D—80 min. (322) (Rev. 5/18/53)	(Manuel Conde) GENGHIS KHAN Manuel Conde D—78 min.	TAKE ME TO TOWN (Color) Ann Sheridan O—81 min. (321) (Rev. 5/22/53)	THE BEAST FROM 20,000 FATHOMS Paul Christian Paula Raymond D—80 min. (221) (Rev. 6/19/53)
June 21	SAFARI DRUMS Johnny Sheffield D—71 min. (5314) (Rev. 7/2/53)	THE 49TH MAN John Ireland D—73 min. (Rev. 5/26/53) (Re-Release) THUNDERHOOF Preston Foster O—77 min.		THE STORY OF THREE LOVES (Color) Pier Angeli Kirk Douglas D—122 min. (338) (Rev. 3/5/53)	SCARED STIFF Dean Martin Jerry Lewis C—108 min. (5222) (Rev. 4/14/53)			(July Releases) WHITE WITCH DOCTOR (Color) Susan Hayward Robert Mitchum D—96 min. (Rev. 6/16/53)	(Global Prods.) THE NEANDERTHAL MAN Robert Shayne D—78 min.	(J. Arthur Rank) A QUEEN IS CROWNED Documentary, Narrated by Sir Laurence Olivier 60 & 86 min. (323) (Rev. 6/9/53)	SOUTH SEA WOMAN Burt Lancaster Virginia Mayo C—99 min. (222) (Rev. 6/4/53)
June 28	SON OF BELLE STARR (Color) Keith Larsen O—70 min. (5309) (Rev. 7/7/53)	(July Releases)	EYES OF THE JUNGLE Jon Hall D—79 min. (5229)	(3-D) ARENA (Color) Gig Young OD—72 min. (337) (Rev. 6/24/53) DANGEROUS WHEN WET (Color) Esther Williams MC—95 min. (341) (Rev. 5/13/53)	(3-D) SANGAREE (Color) Fernando Lamas Arlene Dahl D—94 min. (5230) (Rev. 5/27/53)			THE GLORY BRIGADE Victor Mature D—82 min. (Rev. 5/22/53)	(Ken Murray) THE MARSHAL'S DAUGHTER Ken Murray OM—71 min. (Rev. 7/7/53)	(3-D) IT CAME FROM OUTER SPACE Richard Carlson Barbara Rush D—82 min. (322) (Rev. 5/21/53)	
July 5		LET'S DO IT AGAIN (Color) Jane Wyman Ray Milland C—95 min. (Rev. 6/17/53) THE LAST POSSE Broderick Crawford Barbara Hale O—73 min. (Rev. 6/19/53)		LILI (Color) Leslie Caron Mel Ferrer D—81 min. (342) (Rev. 3/12/53)	(July Releases)		THE SEA AROUND US (Color) Doc.—61 min. (Rev. 1/16/53)	THE FARMER TAKES A WIFE (Color) Betty Grable M—81 min. (307) (Rev. 4/22/53)	(Theron Warth) RETURN TO PARADISE (Color) Gary Cooper D—100 min.		
July 12	NORTHERN PATROL Kirby Grant O—63 min. (5330) (Rev. 7/22/53)	FLAME OF CALCUTTA (Color) Denise Darcel Patric Knowles D—70 min. (Rev. 6/25/53)	GREAT JESSE JAMES RAID (Color) Willard Parker Barbara Payton O (5221)	RIDE, VAQUERO! (Color) Robert Taylor Ava Gardner OD—90 min. (343) (Rev. 6/22/53)	HOUDINI (Color) Tony Curtis Janet Leigh D—106 min. (5223) (Rev. 5/20/53)	SWEETHEARTS ON PARADE (Color) Ray Middleton D—90 min. (5210)	(Re-Releases) MIGHTY JOE YOUNG Terry Moore CD—94 min. (481) (Rev. 5/31/49) ISLE OF THE DEAD Boris Karloff D—72 min. (482) (Rev. 8/30/45)	THE KID FROM LEFT FIELD Dan Dailey D—80 min. (Rev. 7/17/53) (Re-Releases) ROAD HOUSE Richard Widmark D—95 min. (Rev. 9/22/48)	(Jos. Ermolieff) FORT ALGIERS Yvonne De Carlo D—78 min. Otto Preminger) THE MOON IS BLUE William Holden C—99 min. Rev. 6/3/53)	(July Releases) FRANCIS COVERS THE BIG TOWN Donald O'Connor C—86 min. (324) (Rev. 6/11/53) ALL I DESIRE Barbara Stanwyck Richard Carlson D—79½ min. (325) (Rev. 6/19/53)	(3-D) THE CHARGE AT FEATHER RIVER (Color) Guy Madison Frank Lovejoy O—96 min. (223) (Rev. 6/30/53)
July 19		PACK TRAIN Gene Autry O—57 min. (Rev. 7/2/53)			STALAG 17 William Holden Don Taylor D—120 min. (5224) (Rev. 5/6/53)		(3-D) SECOND CHANCE (Color) Robert Mitchum Linda Darnell D—82 min. (Rev. 7/10/53)	KISS OF DEATH Richard Widmark D—98 min. (Rev. 8/14/47)	(Wesley Ruggles) MY HEART GOES CRAZY (Color) Sid Field. M—70 min.	THE GREAT SIOUX UPRISING (Color) Jeff Chandler Faith Domergue O—80 min. (326) (Rev. 7/2/53)	
July 26	(3-D) THE MAZE Richard Carlson Veronica Hurst D—81 min. (3101) (Rev. 7/8/53)	(Aug. Releases) THE 5,000 FINGERS OF DR. T (Color) Peter Lind Hayes Mary Healy C—88 min. (Rev. 6/16/53)		MAIN STREET TO BROADWAY Mary Murphy Tom Morton CD—102 min. (344)				(Aug. Releases) (3-D) INFERNO (Color) Rhonda Fleming Wm. Lundigan D—83 min. (Rev. 7/17/53)	(Global Prods.) GUN BELT (Color) George Montgomery O—77 min. (Rev. 7/2/53) (Sol Lesser) VICE SQUAD Edw. G. Robinson D—87 min. (Rev. 7/9/53)		
Aug. 2		CRUISIN' DOWN THE RIVER (Color) Dick Haymes M—81 min. (Rev. 7/17/53)		THE BAND WAGON (Color) Fred Astaire Cyd Charisse MC—112 min. (345) (Rev. 7/7/53)	(Aug. Releases) SHANE (Color) Alan Ladd Jean Arthur OD—117 min. (5225) (Rev. 4/13/53)	DOWN LAREDO WAY Rex Allen O—54 min. (5232)	(Re-Releases) STAGE DOOR Katherine Hepburn D—92 min. (Rev. 9/9/37) WITHOUT RESERVATIONS Claudette Colbert C—107 min. (Rev. 5/8/46)	GENTLEMEN PREFER BLONDES (Color) Jane Russell Marilyn Monroe MC—91 min. (Rev. 6/26/53)	(S. P. Eagle) MELBA (Color) Patrice Munsel M—113 min. (Rev. 6/24/53)	(Aug. Releases) THUNDER BAY (Color) James Stewart Joanne Dru D—103 min. (327) (Rev. 5/5/53)	THE MASTER OF BALLANTRAE (Color) Errol Flynn D—89 min. (225) (Rev. 7/17/53)
Aug. 9	TOPEKA Wild Bill Elliott O—69 min. (5325)	MISSION OVER KOREA John Hodiak John Derek D—86 min. (Rev. 7/23/53) VALLEY OF HEAD HUNTERS Johnny Weissmuller D—67 min.		THE AFFAIRS OF DOBIE GILLIS Debbie Reynolds C—73 min. (346) (Rev. 6/3/53)	ARROWHEAD (Color) Charlton Heston Jack Palance O—105 min. (5227) (Rev. 6/17/53)	BANDITS OF THE WEST Alan "Rocky" Lane O—54 min. (5243)	(Disney) THE SWORD AND THE ROSE Richard Todd D—92 min. (491) (Rev. 7/2/53)	DANGEROUS CROSSING Jeanne Crain Michael Rennie D—75 min. (Rev. 7/23/53)	(Craftsman Prods.) CAPTAIN SCARLETT (Color) Richard Greene D—75 min.	THE MAN FROM THE ALAMO Glenn Ford Julia Adams OD—79 min. (328) (Rev. 7/16/53)	
Aug. 16	AFFAIR IN MONTE CARLO (Color) Merle Oberon Richard Todd CD—75 min. (5307)	(3-D) THE STRANGER WORE A GUN (Color) Randolph Scott O		BIG LEAGUER Edward G. Robinson Vera Ellen D—71 min. (347) (Rev. 7/17/53)		CHAMP FOR A DAY Alex Nicol Audrey Totter D—90 min. (5211)	(3-D) DEVIL'S CANYON (Color) Virginia Mayo Dale Robertson OD	SAILOR OF THE KING Jeffrey Hunter Michael Rennie D—83 min. (Rev. 7/14/53)	(3-D) (Victor Saville) I, THE JURY Biff Elliot D—87 min. (Rev. 7/21/53)	ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE Bud Abbott Lou Cosello C—75 min. (329)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama.
(M) Musical. (C) Comedy. (O) Outdoor Action

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 18 NEW YORK, U.S.A., MONDAY, JULY 27, 1953 TEN CENTS

MASON BILL PASSES SENATE; IT'S UP TO PRESIDENT NOW

Tradewise . . .

By SHERWIN KANE

WITH the Mason Bill to exempt motion picture theatres from the onerous 20 per cent Federal admissions tax having been passed by Congress and only the signature of President Eisenhower needed now to make the measure law, the industry faces the realization that a great victory has been achieved.

The tireless, efficient, even inspired work of the tax campaign leaders, pictured elsewhere on this page, backed by a deserving cause and the unfailing cooperation of exhibitors in all parts of the country, explain the accomplishment.

In consequence of it, the industry now stands an excellent chance of being freed in its hour of need from a debilitating drain upon its box-office life blood, under which it has suffered and withered for years.

It faces the prospect of a

(*Continued on page* 2)

Fox to Show 1-Strip Stereophonic Sound System Here Soon

First demonstration of the new single stereophonic sound system will take place at the 20th Century-Fox home office in a few weeks, it was disclosed here over the weekend.

Placing four sound tracks on one strip of film—the new system developed by Earl Sponable, research director for the company, and his staff for CinemaScope—will, it is said, do away with the necessity of utiliz-

(*Continued on page* 2)

Today's the Day for Para.'s 'Jubilee'

Paramount's "Jubilee Shows" will be all-day affairs today in exchange cities from Coast-to-Coast. In New York, theatre men will be welcomed in the home office preview room by Adolph Zukor, board chairman; A. W. Schwalberg, president of Paramount Film Distributing Corp., and other company executives.

In the 32 other exchange cities, ex-

(*Continued on page* 2)

Chances of Eisenhower Signing Bill Into Law Regarded As Good in View of Passage By House and Senate Without Amendments

By J. A. OTTEN

WASHINGTON, July 26.—The fate of the Mason admissions tax relief bill is now up to President Eisenhower.

The bill, which would exempt motion picture theatres from the 20 per cent Federal admissions tax, passed the Senate on Friday without amendment. That completed Congressional action on the bill and sent it to the White House for Presidential approval or veto.

Officials of the Council of Motion Picture Organizations, which which spearheaded one of the most efficient tax relief drives on record, were confident that the President would sign the bill.

The President must make up his mind within 10 days—excluding Sundays—of the time that the bill reaches him. That would give him until the middle of next week to decide.

The President could sign or veto the bill sooner, if he wants. But in recent years, the Chief Executives have usually studied bills for the full 10 days.

If Congress should still be in session when the days run out, the President could let the bill

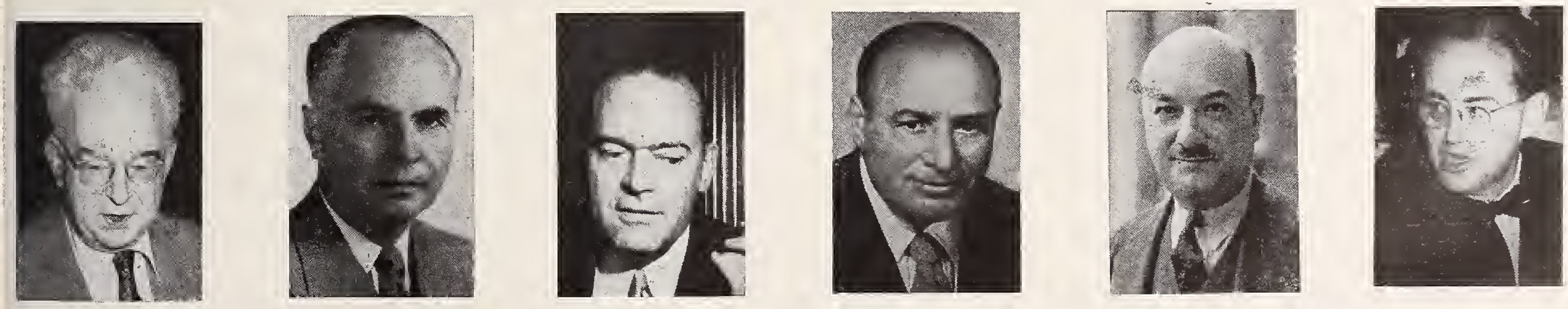
(*Continued on page* 3)

French Okay Extension

The Motion Picture Association of America received "unofficial advice" at the weekend that the French government had accepted Eric A. Johnston's proposal for a four-month extension of the present film pact with the American film companies. If the report is confirmed, it means that existing conditions will continue through October. The old agreement expired on June 30 and the MPAA

(*Continued on page* 2)

MEN WHO DIRECTED THE INDUSTRY'S TICKET TAX CAMPAIGN



Washington observers, admittedly surprised by the effectiveness of the industry's campaign to obtain exemption from the 20 per cent Federal admissions tax, are calling it the best organized grass roots campaign in many years.

Spurred by the imperative need for tax relief, exhibitors and other industry members in every section of the country have worked diligently for the past year to acquaint Congressmen with their problems and the justification for their case. Co-ordinating the efforts at the grass roots level was COMPO's network of regional committees.

Above are the men who, through the Council of Motion Picture Organizations, directed the year-long campaign. Left to right: H. A. Cole of Dallas; Pat McGee, Denver, co-chairmen of the campaign; Robert W. Coyne, COMPO special counsel; Al Lichtman, New York; Sam Pinanski, Boston, and Trueman Rembusch, Franklin, Ind., policy-making triumvirate of COMPO, representing, respectively, distribution, Theatre Owners of America and Allied States.

Personal Mention

FRED WALLER, inventor of the Cinerama process, who is profiled in the August issue of "True," will leave here on Wedneseday for Chicago.

•

HAMILTON WARREN, in charge of film distribution for Filmcraft Productions, has left here for La Jolia, Cal.

•

DR. JACK FISHMAN, secretary and treasurer of Fishman Theatres Connecticut circuit, is a patient in Grace-New Haven Community Hospital.

•

HERB STEINBERG, Paramount publicity director, returned here at the weekend from Columbus, O.

•

RALPH MARTIN, of "Seventeen," left New York over the weekend on an automobile tour of New England.

•

LINO HAGGIAG, associate of ROBERT HAGGIAG, producer, will leave here by plane for Rome on Wednesday.

•

MAX COHEN, president of Minerva Film Exchange, Washington, has returned to the Capital from here.

•

CLEME LEWIS, of Realart Pictures, Atlanta, is back at her desk following hospitalization.

•

ARTHUR ABELES, managing director of Warner Brothers in Europe, has left here for England.

•

WILLIAM KARRH, of the Dixie Theatre, Atlanta, is hospitalized.

Dialogue Cuts for 'Moon' in Detroit

DETROIT, July 26.—Police Commissioner Leonard has given permission for "The Moon Is Blue" to be shown here with dialogue cuts. The decision was based on recommendations by Inspector Herbert Case of the Police Censor Bureau, Prosecutor O'Brien and members of civic charitable groups.

Nathaniel Goldstick, assistant corporation counsel, admitted that there was no provision in any city ordinance to limit an audience to adults.

St. Paul Permits 'Moon' On Adults-Only Basis

ST. PAUL, July 26.—City officials here, originally opposed to a local showing of "The Moon Is Blue," have modified their stand and have agreed to permit the picture to be shown on an "adults-only" basis. The original move to bar the film was made on the basis of published reviews, none of the five-man City Council having seen the picture until they were given a private screening.

'Chance' Grosses $5,410

PHILADELPHIA, July 26. — RKO Radio's first 3-D film, "Second Chance," playing the Randolph here, is reported to have grossed a record $5,410 for its opening day.

1-Strip Sound

(Continued from page 1)

ing separate reproducers in order to accommodate stereophonic sound in theatres.

Engineers now are rushing to completion the new stereophonic speaker system in the company's Little Theatre here with installation of the new sound head, which is reported to be easily affixed to a projector in order to pick up the four tracks in one continuous picture and sound transmission.

For the demonstrations, at which Spyros P. Skouras, company president, will be host to the press and industry representatives, new CinemaScope footage showing the British coronation, and scenes filmed in Europe for the Continental demonstrations, will be shown.

The four-track system on one film places magnetic tracks on each side of the sprocket holes, which have been narrowed to take the tracks. The CinemaScope picture is now in a ratio of 2.55 to 1.

The new stereophonic sound system will be introduced publicly with the release of "The Robe" in CinemaScope in the fall.

Para. 'Jubilee'

(Continued from page 1)

ecutives of local branches will be hosts of the expected overall total of 25,000 persons in attendance at local theatres.

The three pictures to be shown as "a sample" of the current Paramount product line-up, are "The Caddy," starring Dean Martin and Jerry Lewis; "Little Boy Lost," starring Bing Crosby, and William Wyler's "Roman Holiday," starring Gregory Peck and Audrey Hepburn.

French Approve

(Continued from page 1)

president asked that it be extended.

The U.S. industry, under the arrangement, will continue to receive $120,000 a month from France. At the same time, the companies will be able to plan their fall season product for export and continue negotiations on a new agreement.

Name 'Vistarama' to Be Retained: Dudley

HOLLYWOOD, July 26. — Although Warner Brothers had full freedom under their contract with Vistarama to apply whatever name to the process they wished to apply, retention of the Vistarama name will be a condition of all contracts made with other companies hereafter, president Carl Dudley declared Friday before flying to Hawaii to oversee production of a Vistarama featurette being filmed there.

Discussions are under way with "most major companies" for using Vistarama lenses, Dudley said, and contract closings may be announced following his return August 4th.

The Vistarama deal with Warners so far, Dudley said, covers photographing lenses only.

Tradewise . . .

(Continued from page 1)

brighter future, not only in sounder economics, but in the probability that the steady stream of theatre closings will be brought to a halt and that, in fact, many exhibitors now may see fit to re-light their screens.

•

This vital financial transfusion into the bloodstream of the industry, so near at hand now, is the more significant in view of the reanimation of exhibition through the new screen techniques.

A new era, indeed, faces the world of motion pictures and its people!

Even should the President feel constrained to veto the Mason Bill (and there are few now who, in the face of the overwhelming support it received from Congress, can see how such a course could be justified) the industry stands united, Congress has been educated to its need and the justice of its cause, and relief could not be denied it for long.

•

For all of that, the industry has the Council of Motion Picture Organizations to thank.

Its gratitude can best be shown by insuring COMPO all of the requisites of a long and active life of service to the industry.

Steps to that end should be taken at once.

Edelstein in New RKO Radio Post

Melvin Edelstein, RKO Radio manager in Puerto Rico, has been assigned to Colombia, reports Alfred Crown, foreign manager. He succeeds Hugo Stramer, recently transferred to Argentina.

Starting in the foreign field in 1937 as an assistant to the producer's representative for Alexander Korda Films, he resigned in 1940 to enter the domestic field with United Artists. From 1941 to '46, he served in the U. S. Army. In 1947, he joined the foreign field with RKO, serving first in Panama and then in Puerto Rico.

Ask SAG Members To OK Dues Hikes

HOLLYWOOD, July 26.—The board of directors of the Screen Actors Guild has mailed ballots seeking membership approval for the first dues revision in the organization's 17-year history. Increases, graduated throughout the Guild's 10 classifications, range from $15 quarterly for players earning more than $50,000 annually, down to zero for juveniles earning less than $2,000.

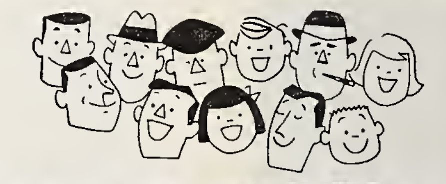
Agree to End Long Term Film-ad Pacts

WASHINGTON, July 26.—A. V. Cauger Service Co., of Independence, Mo., is said to have promised the Federal Trade Commission to discontinue any long-term exclusive screening agreements with theatres for the showing of its advertising films.

The consent settlement agreed to by the company follows an FTC court victory in a suit to stop similar contracts made by four other ad-film companies. Under the Cauger settlement, the company promises to refrain from entering into any contracts with exhibitors for the exclusive privilege of exhibiting commercial or advertising films in theatres when the term of the contract extends for more than one year. The company also promises to discontinue any such current contracts which still have more than one year to run.

Cauger specifically refrained from admitting or denying that its contracts violated the anti-trust laws, as charged in the FTC complaint.

robert
goldfarb
agency
makes its personnel appearance NOW.
the only placement specialists serving the amusement industry exclusively.
filling all company requirements for commercial positions from trainee to management.
1650 broadway, n.y.
plaza 7-8050



STOCK FOOTAGE
Crowds of children, mobs of men, legions of ladies . . . hosts of humans in every setting, every activity among 15,000 completely cross-indexed subjects . . . easy to order.
Send for Catalogue B
NBC FILM LIBRARY
105 E. 106 St., New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TAX BILL UP TO PRESIDENT

COMPO Heads Foresee No Veto of Bill

(*Continued from page* 1)

become law without his signature, merely by refraining from vetoing it.

On the other hand, if Congress should have adjourned by the time the 10 days are up, the President can kill the bill simply by doing nothing. This is known as a pocket veto. If he vetoes the bill while Congress is in session, Congress can, by a two-thirds vote of each House, override the veto.

Treasury Believed in Favor

COMPO officials maintained, however, that there was no reason to expect a veto. Although the Treasury Department sent letters to the House Ways and Means Committee and Sen-Finance Committees opposing the bill on the grounds of the revenue loss involved, the Treasury did not wage a real fight against the measure, COMPO officials pointed out. Moreover, officials of COMPO's tax committee feel that they have, in recent conversations with the Treasury, sold the Administration on the industry's argument that the Treasury loss will be less if the bill becomes law than if it is killed.

Finally, COMPO is putting heavy reliance on the support the bill got from Republican Congressional leaders in both House and Senate and from the lack of opposition on both House and Senate floor. "In view of the attitude demonstrated by the Senate leadership during the debate, I don't see how the President could veto the bill," COMPO tax committee chairman Col. H. A. Cole said.

The Senate took only 35 minutes on Friday to pass the bill. Only one Senator even indirectly criticized it. Final passage was by a voice vote, with, at the most, two or three "noes."

From the start, it was obvious that COMPO's intensive work of the last week had paid off and that the skids were greased for speedy Senate approval without amendments. Finance committee chairman Millikin (R., Col.) and Acting Majority Leader Knowland (R., Calif.) both strongly warned against any amendments as jeopardizing the chances for passage of the bill.

COMPO in Last Minute Drive

Senate passage of the Mason Bill climaxed an unbelievable last-minute drive by COMPO to get approval of the bill in the closing days of the current session. The bill was reported out of the Ways and Means Committee only on July 10, and in less than three weeks, was driven through both Houses of Congress.

The fact that the bill was passed by the Senate unchanged from the House version sent it to the White House. If it had been amended in the Senate, a House-Senate conference would have been necessary and another vote in both House and Senate on the conference bill.

The bill was called up shortly before 3:30 EDST by Millikin, who read excerpts from the committee report on the bill. He described the "serious economic condition" confronting the industry and told the Senate that since 1946 more than 5,000 theatres had closed. While almost every other industry has been showing a decided increase in profits since 1946, he said, total net income of motion picture theatres has declined 29.7 per cent.

Senator Neely (D., W. Va.) and Senator Long (D., La.) rose in support of the bill, and then Senators Johnston (D., S. C.) and Stennis (D., Miss.) rose to question Millikin on whether theatres in small towns were harder hit than larger theatres. Stennis pointed out that over half of the motion picture theatre seats in the country were in towns of 25,000 or less. Millikin replied that smaller theatres had been hit worse than any others.

Senator Smathers (D., Fla.), a member of the small business subcommittee which recently held hearings on industry trade problems, declared that the testimony given at the hearings demonstrated that small movie houses were going out of business. "The average independent theatre in a city of 10,000," Smathers said, "can't stand it any longer, because of the 20 per cent tax and because of competitive methods used."

Wide Injury Cited

Senator Humphrey (D., Minn.) pointed out that many theatres could be used for no purpose other than the exhibition of pictures and said that the bankruptcy of a theatre hurts other businessmen in the area.

Millikin came in at this time to say that passage of the bill would cause a net revenue loss loss to the Treasury of $100,000,000 a year. "It is especially important," Millikin said, "That we do not add any amendments to the bill that will increase the revenue loss."

Succeed In Warding Off Amendments

In a strong plea against any amendments Millikin went on to say that he doubted the bill would get out of a House-Senate conference or would "survive a veto" if the revenue loss incurred by the bill were increased by amendments.

Both Senators Neely and Long rose to say that they would withhold amendments they had intended to introduce in order not to jeopardize the bill.

Plea for Watch Industry

Senator Butler (R., Neb. told the Senate, however, that the watch industry was "seriously injured" and he felt impelled to introduce an amendment which would grant some relief to that industry.

Butler's amendment would have reduced from 20 per cent to 10 per cent the tax on watches costing over $65. This change would cause a revenue loss of not more than five to eight million dollars, he said.

At this point, however, Knowland made a strong pitch against accepting the amendment and Butler withdrew it. "I have been here long enough to know," he said, "that the amendment doesn't have a chance in the world after that statement."

Some industry observers seated in the gallery during the debate felt that the Butler-Knowland play had been cooked up in advance to discourage the offering of other amendments to the bill.

Undiscouraged, Senator McCarran declared firmly that he was not "scared off by the remarks" he had heard during the debate. He offered an amendment to remove the tax on cabarets, roof gardens and restaurants, but it was voted down.

Immediately following this, at 4 P.M., the bill was passed by voice vote.

Tax Exemption Effective Sept. 1 If The President Signs Mason Bill

WASHINGTON, July 26.—If the President signs the Mason admission tax bill, the tax exemption will take effect for motion picture theatres on Sept. 1.

The bill provides that "amendments made by this act shall apply only with respect to amounts paid, on or after the first day of the first month which begins more than 10 days after the day on which this act is enacted, for admissions on or after such first day." In plain English, that means that theatres would not have to pay Uncle Sam the 20 per cent tax on any tickets sold on or after Sept. 1.

COMPO Information Kit Went to Every Senator

WASHINGTON, July 26.—The tax repeal campaign committee of the Council of Motion Picture Organizations was in there fighting right to the last.

Late last week as the Mason Bill headed for the Senate after being reported out of the Finance Committee favorably, the campaign committee had prepared an informational kit regarding the bill which was placed in the hands of every Senator.

The ready reference material in the kit, designed to aid Senators in their consideration of or debate on the measure, covered these subjects: Tax Revenue Estimate—Mason Bill vs. Present 20 per cent admissions tax; the favorable House Ways and Means Committee report on the bill; a joint statement by H. A. Cole and Pat McGee, COMPO tax campaign committee co-chairmen; Argument against amendment to the Mason Bill—"Any amendment is a vote against the bill"; Excerpts from the "Congressional Record" concerning the 20 per cent Federal tax on theatres; Trend of admissions tax decline, 1946-53; Impact of theatre closings on other taxes and local business; Urgency of emergency chain reaction hits film production; Fact documentation — sources, methods and procedures, and Comments from the "Congressional Record."

The information kit for Senators was prepared under the direction of Cole, McGee, Trueman Rembusch and Sam Pinanski, the latter two of COMPO's governing triumvirate, and Robert Coyne, COMPO special counsel.

The COMPO tax campaign office remained open around the clock as the campaign drew to its climax, with numerous delegations of exhibitors from many sections of the country arriving and departing at frequent intervals to aid in the follow-through.

McCarran Attacks 'Indecent' Films

WASHINGTON, July 26. — Senator McCarran (D., Nev.) told Congress that the reason for the motion picture industry's economic difficulties is "indecent" pictures, not taxes.

During the Senate debate on the admission tax bill, McCarran said, "When the Legion of Decency takes action on pictures that are commonly being turned out, that's one reason why the motion picture industry is taking a licking. When they turn out movies like 'The Moon Is Blue' and a few others of that type, they can expect a fall of this kind."

'Daily' Flashed News To Home Offices

Word of the Senate's rapid passing of the Mason Bill on Friday reached New York shortly after four o'clock when most company executives had left their offices for the weekend. Hence very few were available for comment on the industry victory.

Many home offices first heard of the news from "Motion Picture Daily" reporters. Numerous executives heard about the bill's passage by telephone. calls from their offices, others by news broadcasts and from late afternoon newspapers.

THE GREAT SOUTH PACIFIC

WITH THE MARK OF GREATNESS ALL OVER IT!

GREAT STAR Gary Cooper — 1952 Academy Award Winner — and "one of the top ten money-making stars of '52" — *Fame*

GREAT WRITER Pulitzer Prize winner **James A. Michener** of "South Pacific" fame!

GREAT DIRECTOR **Mark Robson**, that "Champion" man, has another winner!

GREAT MUSIC The title song, composed by the Academy Award winning "High Noon" team, **Dimitri Tiomkin** and **Ned Washington**, has already hit the Hit Parade!

GREAT PRODUCTION All the exotic beauty of a South Sea Island, where it was filmed in spectacular **Technicolor**!

and backed by a great national advertising campaign — full pages in Life, Look, This Week, Pictorial Review, Redbook, Parents

Retur
Filmed in the South Seas in Color by
TECHNICOLOR

ADVENTURE

and **GREAT** is the news from Chicago! World Premiere State-Lake Theatre—Greatest opening in '53—*topping* *"Moulin Rouge"*

Gary COOPER

n to Paradise

with
BARRY JONES · ROBERTA HAYNES · JOHN HUDSON · Directed by MARK ROBSON · Produced by THERON WARTH

Screenplay by CHARLES KAUFMAN · Based upon the book by JAMES A. MICHENER · Director of Photography, WINTON C. HOCH, A.S.C.

Music composed and conducted by DIMITRI TIOMKIN · An ASPEN PICTURE

a **GREA**
BIG ONE
thru
UA

How Much More Light for 3-D...Wide Screen?

When the screen found its voice more than a quarter century ago, the question, "How much will it cost?" was asked — if at all — from force of habit. Every showman knew he *had* to buy sound, just as he now sees the necessity for new equipment to handle the latest epoch-making projection techniques.

History Repeats

Exhibitors today are hurrying to exploit the terrific public interest in 3-D and wide screen showings—spending thousands and tens of thousands of dollars on new optics, screens, sound equipment . . . But what about screen lighting?

Light Losses Terrific

For 3-D and wide screen you need more light. *Much* more light. In almost every instance, *regardless of theatre size or present equipment,* you need ALL THE LIGHT YOU CAN POSSIBLY GET!

If that seems like a broad statement, just consider 3-D light losses, for example. Even with *two* projectors trained on the screen and with screens of much higher reflectivity than before, you give your patrons only about *half* as bright a picture as you previously furnished with conventional films!

Wide screen — same story. In this new medium, projection light is distributed over *2½ times the area* of ordinary screens.

New Equipment the Answer

To repeat — you need *all the light you can get.* This means NEW EQUIPMENT — equipment to operate the higher-capacity carbons at maximum currents.

Give your patrons—and these great new entertainment media—the light they need. Don't delay—call in your theatre equipment supplier for a complete diagnosis of your projection lighting needs.

Look to NATIONAL
TRADE-MARK
for Everything New
in Projector Carbons

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 19 NEW YORK, U. S. A., TUESDAY, JULY 28, 1953 TEN CENTS

Ike Can Hold Mason Bill Till Aug. 7

Measure Becomes Law If No Action Is Taken

WASHINGTON, JULY 27. — Both the White House and the Treasury Department were studiously refusing to make any predictions today as to Presidential action on the Mason admissions tax relief bill.

The deadline for Presidential action, it was learned, is midnight, Friday, August 7.

If Congress is in session then, and the President does not act, the bill becomes law anyhow. If Congress should have adjourned by then, and the President does not act, the bill automatically dies—the victim of a "pocket veto."

Officials of the Council of Motion Picture Organizations were still hard at work trying to swing Treasury and other Administration sentiment to favor the bill. They are contacting newspaper and radio reporters and

(*Continued on page* 8)

'Lab' Union Agrees To New Contract

Eastern laboratory technicians, represented by Local No. 702, have agreed to the terms of a new contract which represents a payroll increase to the laboratories of approximately 11¼ per cent.

Under the terms of the new pact, the workers will receive a wage boost of 7½ per cent. In addition, the laboratories will contribute 7½ cents per hour per man to a welfare fund up to 40 hours a week. Each employe will contribute five cents an hour to the fund on a 40-hour week basis. If a worker works more than 40 hours, the fund will not receive more than the 40-hour week allotment.

The agreement was reached at a membership meeting of the union on Saturday.

Coast Unions Asking For Pension Fund

HOLLYWOOD, July 27.—Producers are being asked by 15 IATSE locals to contribute 25 cents per hour worked by their members to a proposed employer-sustained pension fund, in contract demands filed with the Association of Motion Picture Producers. Another among IATSE's

(*Continued on page* 8)

Cowdin Sworn In as IIA Film Head; Erikson Installed in Radio Post

J. Cheever Cowdin, former Universal Pictures board chairman, yesterday was installed as head of the Government's overseas film program. The swearing-in, at the New York offices of the International Information administration, was attended by Dr. Robert L. Johnson, retiring head of the IIA and the man who chose Cowdin for the film post.

Cowdin declared that he was very glad to take on his new job, that he felt that motion pictures were one of the best ways to reach the minds of men, and that he hoped congress would provide sufficient funds for him to do an effective job.

At the same time that Cowdin was sworn in to head the film program, Leonard Erikson was sworn in as IIA deputy administrator in charge of the International Broadcasting Service.

'Thank Those Who Aided Tax Fight,' COMPO Urges

WASHINGTON, July 27.—Help the industry keep the many good friends it has made in Washington during the admission tax exemption campaign by writing and thanking them for their interest which resulted in the Mason Bill being passed by Congress.

That admonition, addressed to every member of the industry, was made here today by officials of the Council of Motion Picture Organizations as they awaited final White House action on the bill.

"It is all too customary for individuals, organizations and industries to petition their Congressmen for support for particular legislation and, if it is forthcoming, to say no more about it," Trueman Rembusch, a COMPO administrator, said.

It is unprecedented for people to return and thank the lawmakers once they have obtained what they asked for.

"That is what we ask every member of the industry to do—to send a message of thanks and appreciation to their own Representatives and Senators and to those key people in Congress who did so much to obtain the passage of the Mason Bill."

Rembusch said that COMPO

(*Continued on page* 8)

Theatre Stocks Up on Tax News

Stocks of theatre companies listed on the Big Board were popular yesterday in the wake of passage of the admission tax exemption bill. Senate action on the measure occurred after the closing of the stock market last Friday, so yesterday was the first trading day to reflect the market's reaction to the development.

National Theatres, with a turnover of 23,000 shares for the day, was among the market's most popular issues. The stock closed at 7, up ⅛

(*Continued on page* 8)

Benefits of 1-Strip Stereo Sound Told By Al Lichtman

Benefits in costs and ease of operation will be gained by exhibitors as a result of the new single strip stereophonic sound system which will be introduced with the release of "The Robe" in CinemaScope, Al Lichtman, director of distribution of 20th Century-Fox, said yesterday.

Problems created by separate sound reproducers, such as booth space and flexibility of operations, will be eliminated by the process, he said. Pointing up what was described as the ease and simplicity of affixing the single sound head to standard projectors, a fully synchronized sound and picture transmission will be achieved, he added. This higher standard of film projection will be readily noted by audiences, Lichtman said.

The sales head further declared that

(*Continued on page* 8)

Thousands Attend 33 'Jubilee' Showings

(Photo on Page 8)

Thousands of circuit executives, independent exhibitors, bookers and film buyers yesterday joined with press and radio-TV representatives and civic leaders at the triple-feature, all day "Paramount Jubilee Shows" in 33 cities across the U. S. On hand at the Paramount home office Prevue Theatre to welcome New York Metropolitan area guests at the local "Jubilee Show" were Adolph Zukor,

(*Continued on page* 8)

Compo Future Assured by Tax Drive

Organization Now Seen As A Vital Segment

By AL STEEN

The achievement of the Council of Motion Picture Organizations in its campaign for the elimination of the Federal admissions tax has entrenched COMPO as a vital segment of the industry, according to a cross-section of comments by industry leaders yesterday. The COMPO drive was an example of teamwork by all branches and showed what can be done when individual forces operate as a unit, the comments declared.

The immediate future projects of COMPO have not been determined, all other functions having been put aside in order to concentrate on the tax repeal campaign. However, the vast potentials of the organization have been proven and it is expected that a definite program will be formulated when the loose ends of the tax fight have been picked up.

The concensus was that nobody in

(*Continued on page* 8)

SIMPP Export Plan Is Moving Ahead

The possibility of Charles Mayer, former executive of the Motion Picture Export Association, becoming an active leader in the establishment of an export association by the Society of Independent Motion Picture Producers is still in the discussion stage but something concrete may develop in the next few days.

Mayer said here yesterday that he would go to the Coast, possibly this week, before making a decision. While he declined to comment on his Coast trip, it is believed he plans to confer

(*Continued on page* 7)

Anti-Red By-Law Adopted by SAG

HOLLYWOOD, July 27. — The membership of the Screen Actors Guild has voted 3,769 to 152 its approval of the board-recommended anti-Communist by-law. The by-law, thus approved by more than 96 per cent of the Guild's members, and which could become a pattern for other

(*Continued on page* 7)

Personal Mention

PANDRO S. BERMAN, M-G-M producer, left Hollywood yesterday by plane for London.

•

ALBERT M. PICKUS, owner of the Stratford Theatre, Stratford, Conn., and a national TOA officer, is serving as chairman of the budget sub-committee of the Bridgeport (Conn.) Area Community Chest.

•

ROBERT W. SARNOFF, vice-president of NBC in charge of film division, will deliver an address Sept. 2 at the Creative Program Conference of NBC to be held at White Sulphur Springs, West Va.

•

NATHAN E. GOLDSTEIN, of the Arcade Theatre, Springfield, Mass., became a grandfather when DR. and MRS. JOSEPH GOLDSTEIN, of Washington, D. C., became the parents of twins.

•

TOM DOWDS, managing director of the Beacon Hill Theatre, Boston, is the father of a daughter born last week to MRS. DOWDS.

•

SYDNEY R. TRAUB, chairman of the Maryland Board of Motion Picture Censors, is vacationing at Ocean City, Md.

•

J. LAWRENCE SCHANBERGER, owner of the Keith Theatre, Baltimore, is spending three weeks at Atlantic City, N. J.

•

DORSEY BROWN, M-G-M city sales manager in Cleveland, next week will celebrate his 25th year with the company.

•

MRS. MARY T. GRADY, treasurer of the Hartford Theatre Circuit, has returned from a vacation in Canada.

•

NAT ROSEN, 20th Century-Fox branch manager in Albany, is vacationing in the Pocono Mountains.

•

HOWARD BOOTHE, manager of Audio Pictures in Vancouver, is convalescing at home following surgery.

•

HARRY GOLDSTEIN, Allied Artists Eastern publiicty manager, has returned here from Chicago.

•

ARTHUR P. JACOBS, public relations counselor, flew to New York yesterday from Hollywood.

•

DAVID CANTOR, RKO exploitation director, will return to New York today from Boston.

•

SOL C. SIEGEL, 20th Century-Fox producer, has left New York for Rome.

Pa. Drive-in Permit OK'd

HARRISBURG, Pa., July 27.—Indiana Drive-in Theatres Corp., Arnold, Pa., has been incorporated in this state to operate indoor and outdoor amusement places.

Review

"A Blueprint for Murder"

(20th Century-Fox)

MIGHTY moving melodrama of solid interest, "A Blueprint for Murder," is entertaining screen material, thanks to all hands, among them a most capable cast, headed by Joseph Cotten, Jean Peters, Gary Merrill and Catherine McLeod, not forgetting the exceptional job done by Jack Kruschen, portraying a detective working on a poison murder mystery. Plaudits are in order, too, for director Andrew Stone, who also rates applause for a most imaginative screenplay. Michael Abel produced and added much to the net results.

Miss Peters plays the widow of Cotten's brother and the stepmother of his two children. Cotten is summoned one day by Miss Peters when one of the youngsters becomes critically ill. Miss Peters being a beautiful, kind and sensitive woman, it is almost natural that Cotten should fall in love with her. And when the youngster dies, the two are united even closer. However, it is established that the child died of poisoning and an investigation establishes the fact that Miss Peters most likely was the murderer. It is also discovered that she would stand to inherit a fortune if both children die. The burning question of Miss Peters' guilt torments Cotten. Her calm and charm would almost belie the damning evidence. But Cotten must find conclusive verification. Also, if his suspicions are founded, the second child is in danger of death.

The climax is striking in its impact and novelty.

Others in the cast are Barney Phillips, Fred Ridgeway, Joyce McCluskey, Mae Marsh, Harry Carter, Jonathan Hale, Walter Sande, Tyler McVey, Teddy Mangean, Aline Towne, Ray Hyke, Charles Collins, Eugene Borden, Carleton Young, George Melford.

Running time, 76 minutes. General audience classification. July release.

Bricker Succeeds Tobey on Committee

WASHINGTON, July 27.—Sen. Bricker (R., O.) will become chairman of the Senate Commerce Commitee, succeeding the late Sen. Tobev (R., N. H.) The committee has jurisdiction over television, radio and other interstate commerce activities.

Tobey was a frequent critic of the film industry. He attacked the film companies for their refusal to make films available to Phonevision and criticized the Federal Communications Commission for approving the ABC-PT merger. Also, he introduced legislation to bar film companies from entering television networking.

Bricker has had little to do so far with TV or film matters, working mostly for the committee on rail, oil and gas matters. Sen. Capehart (R., Ind.) was the senior Republican after Tobey on the committee, but he chose to retain his chairmanship of the Banking Committee, and since no Senator can head two committees, the Commerce Committee post went to the next senior Republican, Bricker.

Next Brisson Film For RKO Radio

HOLLYWOOD, July 27.—RKO Radio will distribute the next picture to be made by Independent Artists Pictures, according to a deal made by C. J. Tevlin, RKO's vice-president in charge of operations, and Frederick Brisson, head of Independent Artists.

Brisson and his staff will move from the Walt Disney Studios, where they produced "Never Wave at A Wac," to the RKO lot on Tuesday.

Story selection involved in the new pact will be made within the next few weeks by executives of the two companies.

Hinshaw Bill Could Affect Theatre TV

WASHINGTON, July 27.—Theatre television plans could be affected by legislation introduced by Rep. Hinshaw (R., Cal.) calling for the regulation by the Federal Communications Commission of all subscription television services. Under the FCC's recent television decision, any attempt by the industry to set up its own system would be regulated as a common carrier. But the FCC decision left unclear the status of theatre TV operations using existing common carriers such as American Telephone and Telegraph Co. The Hinshaw bill might well class such operations as common carrier operations subject to complete FCC control.

The bill would classify subscription TV as a common carrier, rather than as a broadcasting operation.

Phonevision and other subscription TV plans want to be classed as a broadcasting operation. In that event, the FCC would license them initially but would not have continuing, detailed power over whom they must sell or what rates must be charged, etc. If they are classed as common carriers, as proposed in the Hinshaw bill, the FCC would have such power.

Hinshaw is a ranking Republican on the House Commerce Committee, which handles amendments to the Communications Act.

RKO Radio Board Meets on Product

HOLLYWOOD, July 27.—RKO Pictures board members Noah Dietrich, James R. Grainger, D. Simpson and J. Miller Walker met at the studio in what was described as a routine meeting. Reportedly the company's recently amplified production schedule was studied in detail and approved.

White Leaving His Top NBC Position

David Sarnoff, chairman of the board of NBC, will assume, in addition, the presidency of NBC, following the resignation of Frank White as president of the network.

"Until a new president is elected," said a statement, issued by Sarnoff, "I will personally assume the presidency of NBC and will continue my present active direction of its affairs. When the new president is installed I shall continue to serve NBC as chairman of the board."

White, whose resignation will become effective Aug. 7, requested that he be relieved of his duties as a result of ill health.

Owen and Marshall Favor Wide-Screen

Wide-screen projection is preferable to 3-D, according to Tony Owen, producer, and George Marshall, director. They have left here for London and South Africa, where in August they will begin shooting "Duel in the Jungle." Whether or not the picture will be made in wide-screen or 3-D, they said, will depend upon conferences which they will hold in England with executives of Associated British Pictures and Moulin Productions, co-producers of the film. Marshall favors the 1-to-1:66 screen ratio because, in his estimation, it "approximates normal vision."

"Duel in the Jungle" will be made with color in Technicolor unless 3-D is chosen, in which case Eastman or Ansco color will be used.

IFE Film in Art and Conventional Houses

The premiere engagement of the American-language version of "The Little World of Don Camillo," Italian-made, at the new Silver Spring, Md., Theatre will be followed by the national release of this version of the Duvivier-Fernandel film in both conventional and specialized theatres throughout the country in September, according to Bernard Jacon, sales vice-president.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT • NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

3 DIMENSION
"THE CHARGE AT FEATHER RIVER" WARNERCOLOR
WARNERPHONIC SOUND
in person
LES PAUL & MARY FORD
ALAN DEAN
HERBERT and SAXON
BOBBY BRANDT
RUSS CASE AND HIS ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"I have seen The Robe *in* CinemaScope

After ten years of planning and preparation, the first assembled version of "The Robe" in CinemaScope was screened a few days ago at our Hollywood studios.

It was the proudest and most exalting experience of my entire association with the motion picture industry.

It was an event that made an indelible impression in the hearts and minds of all those who witnessed it. It was worth all the pains of its creation; all the untiring travels by Spyros P. Skouras in his unceasing search for entertainment progress; all the sleepless nights, the unending experimentation and diligent application by Darryl F. Zanuck and his production associates.

Filmed in any medium, Lloyd C. Douglas' celebrated novel "The Robe" would rank with the biggest money-makers the screen has ever known. In the unparalleled CinemaScope process, in Color by Technicolor, and projected on our panoramic Miracle Mirror Screen with

Continued on following pages

CinemaScope Stereophonic Sound, it will be the greatest box-office attraction of all time.

For there can be no doubt that "The Robe" in CinemaScope opens an historic new chapter in the annals of motion pictures. From beginning to end, during every minute of its more than two hours of running time, it surges with dramatic power that beggars description.

"The Robe" is one of the greatest novels of our time and the impact of its timeless story is doubly intensified and gloriously enhanced through the magic of the anamorphic lens.

"The Robe" in CinemaScope relates the greatest story of love and faith ever told, and in its unfolding, casts a spell that elates the spirit as it excites with its spectacle; it stuns with its glory as it embraces the audience without the use of glasses.

There is unprecedented greatness in majestic sweep and grandeur of its spectacle. There is overwhelming power in its cast of teeming thousands, in the rise of armies as the Imperial might of Rome hurls all its power against the Word of God. There is greatness in the impassioned love of a man and woman who find in each other's arms what all mankind is searching for.

20th Century-Fox
presents

The Robe

TECHNICOLOR

The First Motion Picture Filmed in Genuine

CINEMASCOPE

The Modern Miracle You See Without The Use Of Glasses!

Above all, "The Robe" in CinemaScope renders an inspired service to humanity as it transports you back through the centuries to the dawn of Christianity.

You will see never-to-be-forgotten performances by Richard Burton, the sensational young star who portrays Marcellus; Victor Mature, as the Greek slave Demetrius; Jean Simmons, Michael Rennie, Jay Robinson, Dean Jagger, Torin Thatcher, Richard Boone, Betta St. John and many other outstanding players in the cast of thousands.

"The Robe" in CinemaScope has been superbly produced by Frank Ross, whose imagination first was gripped by this wonderful story more than a dozen years ago. Frank Ross had a vision of greatness and splendor and now that vision has been realized as a miraculous reality.

"The Robe" in CinemaScope has been masterfully directed by Henry Koster, whose record, already replete with brilliant achievement, is crowned with the glory of the "The Robe" in CinemaScope.

The inspired screen play for "The Robe" in CinemaScope was written by Philip Dunne, who with "The Robe" surpasses even his previous towering and memorable scenarios.

The breathtaking photography for "The Robe" in CinemaScope reiterates the genius of Leon Shamroy, three times the recipient of an Academy Award. It was properly fitting that he should have been selected for this pioneering assignment, and his work in "The Robe" in CinemaScope touches the very peak of magic and will be recorded as the ultimate in cinematic annals.

And now "The Robe" in CinemaScope will be delivered to the showmen of the world, to exhibit it with power and dignity, to realize its infinite potentials, to march forward with its surpassing greatness.

I believe that "The Robe" in CinemaScope fulfills every promise inherent in the motion picture medium. I am convinced that "The Robe" in CinemaScope will bring to theatres throughout the world the greatest number of people ever to see a single motion picture.

Al Lichtman, 20th Century-Fox

Would Tax Exempt Salaries Up to $20,000

WASHINGTON, July 27.—The Senate Finance Committee today voted to continue to exempt from U. S. income taxes the first $20,000 a year earned by taxpayers working overseas for 17 out of 18 consecutive months.

At present, all income earned abroad by such persons is tax-exempt, and many film stars have taken advantage of this provision to go on extended overseas film-making tours. The House voted to repeal completely the present tax exemption. However, the Finance Committee today decided to keep the exemption up to an annual $20,000 figure so as to encourage people to go overseas to work on military bases and the Point Four Program. Thus, a film star who earned $100,000 a year overseas would save taxes on the first $20,000 but would have to pay on the remaining $80,000.

The Finance Committee said its change should be retroactive to Jan. 1, 1953. The House made its repealer effective April 14, 1953. If the Senate should approve the bill in the form reported by the Finance Committee, a House-Senate conference would be needed to work out a compromise.

'Sea' Debut Re-dated

The American premiere of the J. Arthur Rank Organization's "The Cruel Sea" will be held at the Fine Arts Theatre here on Aug. 10, instead of Aug. 11, as previously announced. High British officials, also American and NATO naval officers have been invited.

Production Spurt Seen for Last Half Of '53; Expect 400 Total for Year

HOLLYWOOD, July 27. — A rebound from recent production lows is to be expected during the second half of 1953, with indications that the year's total number of feature films may exceed 400, compared wth 1952's 317, if major studios continue submitting scripts to the Production Code Administration at the present rate of 40 per month. Figures are from a statement by Geoffrey Shurlock, acting head of the PCA, which also revealed that in the first half of 1953 PCA seals were given to 165 domestic films, four more than a year ago.

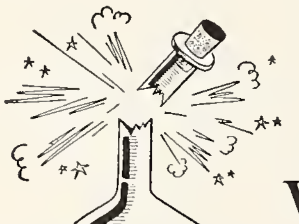
Dietz Says Musicals Have Come of Age

In an article entitled "The Musical Band Wagon Keeps on Rollin'," which appears in the current issue of "Look Magazine," Howard Dietz, vice-president of M-G-M, claims that the songs of the original "Band Wagon" and the dancing of Fred Astaire span 25 years "in which the Hollywood musical comedy has shed its artificiality and developed a character of its own." Dietz explains that he and Arthur Schwartz have spread the writing of "The Band Wagon" over a full quarter-century, the period in which "musical comedy really came of age."

'Parents Magazine' Honors MGM's Dietz

Howard Dietz, vice-president of M-G-M and lyricist for "The Band Wagon," has been given a special award by "Parents Magazine" for his work on the M-G-M musical. M-G-M has been awarded 50 bronze and gold medals by the magazine but this is the first time an individual has been so honored.

GREAT MOTION PICTURES ARE PROCESSED BY *Pathé*



Want to break that FILM LAB BOTTLENECK in *Your* Movie Department?

PATHÉ'S NEW BOOKLET MAY HAVE YOUR ANSWER!

It shows you, step by step, how *Pathé's* newly enlarged facilities have justly earned for *Pathé* Labs its reputation for highest quality and finest service in the industry.

Pathé PROCESSING · SOMETHING TO CROW ABOUT ·

Phone today for your copy:
In Hollywood: HOllywood 9-3961
6823 Santa Monica Blvd.
In New York: TRafalgar 6-1120
105 East 106th Street

Both New York and Hollywood Have *Complete Pathé* Laboratory Facilities
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

Balaban and Skouras On Tucker Jubilee

Barney Balaban, Paramount president, and Spyros Skouras, president of 20th Century-Fox, have been named honorary chairmen of the Sophie Tucker Golden Jubilee Celebration by Harry Brandt, chairman. Other honorary chairmen are Eddie Cantor, George Jessel and William S. Paley, president of Columbia Broadcasting System.

Sponsored by the Jewish Theatrical Guild of America, the celebration will be climaxed by a testimonial dinner at the Hotel Waldorf Astoria here on Oct. 4. Seven other theatrical charities will share in the proceeds of the affair. They are the Actors Fund, Motion Picture Relief Fund, Will Rogers Memorial Hospital, AGVA Welfare Fund and the Negro, Episcopal and Catholic Actors guilds.

Women to Aid V.C.'s 'Heart Project'

A women's committee, composed of the wives of members of Variety Club Tent No. 35 here, is being formed to assist in the tent's work for the Variety Club Foundation to Combat Epilepsy by William German, president of the Foundation. All wives of members are asked to join.

The Foundation is Tent No. 35's "Heart Project" which supports clinics at the Presbyterian Medical Center.

Polaroid Advertising, Sales Under Kriebel

The duties of Richard D. Kriebel, public relations director of the Polaroid Corp., have been enlarged to include direction of sales and advertising for the company's 3-D activities.

Robert C. Casselman, sales manager of the photographic division, has been named sales and advertising manager. Edward R. Speare will take over the post of assistant sales manager of the photographic division.

DeVry Promotes Fisher

CHICAGO, July 27. — Henry M. Fisher has been named executive vice-president of the DeVry Corp., manufacturers of 16mm. and 35mm. projectors. Fisher joined DeVry in 1928. In 1948, after serving 10 years as sales manager of the Eastern division, he was appointed vice-president of the firm.

Canadian 'Parade' Deal

"Knockout Parade," 50-minute subject of top prize-fights and owned by Sports Films, has been sold to Cardinal Films for distribution in Canada, Joe Roberts, vice-president of Sports Films, reported here yesterday.

Eady Plan Future Up at Meet Today

LONDON, July 27.—A joint committee of the British film industry's four trade associations will meet here tomorrow to discuss the future of the Eady Plan beyond its current term ending next year. The plan levies a tax on theatre admissions mainly for the purpose of funneling money into film production here. The government has warned that unless the industry agrees on future provisions, steps will be taken to extend the levy by statutory means.

The Producers' Association proposes that the aim should be a payment into the Production Fund of not less than £3,000,000 ($8,400,000) annually. Producers also propose the imposition of sanctions on exhibitors who decline to pay the levy.

Want No Change in Plan

Distributors want assurances that the Eady Plan will be continued on its original basis, as a voluntary obligation, subject to trade control, and with a safeguard to the operation of the Anglo-American Film Agreement permitting increased earnings accruing to distributors of American films as a result of the Plan to be transferable outside the Agreement.

American interests also want conditions assuring that no more severe film quota or custom duties will be imposed during the extended life of Eady than prevailed at its inception, reserving the right to reconsider participation in the Plan should such conditions be altered.

Exhibitors have not yet made public their views but it is clear they will not guarantee the annual £3,000,000 wanted by producers, regardless of the state of the box-office. They will urge that the levy be operated on a percentage of a given theatre's gross and not on the basis of a fixed three-farthings per admission.

Further Decline Expected

The Producers' Association reported recently that the Eady Plan in its third year is returning between 33 and 36 per cent of gross film rentals to production, compared with the second year's earnings of approximately 43 per cent. A further decline is expected due to reduced theatre admissions.

At its inception it was estimated that the annual yield would be £3,400,000. The actual yield for the second year, August, 1951, to August, 1952, was £2,969,149.

Ballantyne Head Guest

MILWAUKEE, July 27.—J. Robert Huff, president of the Ballantyne Co., will be guest speaker at the next meeting of Wisconsin Allied to be held at Rice Lake on Aug. 12. He will speak on 3-D and CinemaScope.

Report U. K. Film Exports Decline

LONDON, July 27. — British film exports are declining, the Producers' Association asserts in its annual report, but conditions continue favorable in Italy, Mexico and elsewhere in Latin America.

The 14 British films admitted to Japan under the import quota there also did good business, the report states.

SIMPP Plan

(*Continued from page* 1)

with SIMPP executives in Hollywood.

In any event, Mayer said that the SIMPP would go ahead with its plan to set up an overseas unit. Mayer and Ellis Arnall, president of the Society, met in Washington last week for preliminary discussion of the project.

Three-City Premiere For Dudley 'Holiday'

HOLLYWOOD, July 27.—"Sportsman's Holiday," one-reeler produced in Vistarama, Eastman color and stereophonic sound by the Vistarama Corporation's president, Carl Dudley, will be premiered simultaneously in New York, Chicago and Los Angeles the week of Aug. 17, Dudley has announced.

The subject is in 2.66-to-1 aspect ratio, runs about 11 minutes, and has three-track stereophonic sound.

Dudley said, "This will be the first of wide-screen productions to be seen by the public. It will play before any of the major studio productions are available, and will offer the film-going public its first opportunity to compare an anamorphic-lens picture with other types of projection."

Dudley is handling his own distribution of "Sportsman's Holiday" for the present, due to the limited number of theatres equipped for 2.66-to-1 aspect ratio projection. He declined to name the houses where the film will open Aug. 17, but is known to have been in negotiation with the RKO 86th Street Theatre, New York, where he demonstrated the Vistarama process last month.

Dudley is due to arrive in Hawaii tomorrow to supervise "Hawaiian Holiday," the second subject in Vistarama, Eastman color and stereophonic sound, which starts production immediately.

Benjamin Friedman, Veteran Exhibitor

MINNEAPOLIS, July 27.—Benjamin Friedman, veteran Minnesota exhibitor, died Friday at Mt. Sinai Hospital after a lengthy illness. He was about 65.

He entered the film business in Minneapolis in 1915 handling state right films in partnership with Fred S. Meyer, now labor relations head at 20th-Fox, as the old Criterion Film Co. At one time he and his brother, Israel, owned the American Amusement Co. with theatres principally in Minneapolis and Fargo, N. D., which they sold to the old Finkelstein and Ruben circuit, now the Minnesota Amusement Co. Another brother, Joseph, a veteran theatre builder and operator in St. Paul, died in California a few weeks ago.

Friedman was president of the Edina Theatre Corp., operating the Edina and Westgate theatres in suburban Minneapolis; the Albert Lea Amusement Co., operating a conventional and drive-in theatre at Albert Lea, Minn., and the St. James Theatre Corp., operating a house at St. James, Minn.

He was one of the originators of the Variety Heart Hospital project and a founder and trustee of Mt. Sinai Hospital.

Television--Radio

with Pinky Herman

THERE'S nothing halfway about General Van Fleet, former commander of the Eighth Army in Korea. He's going all out to aid the raising of an emergency fund of $5,000,000 for the American Korean Foundation. Sunday this reporter saw him on two programs, "What's My Line?" and the special CBS Korean newscast, and today he makes another pitch for the heroic South Korean people via an appeal on the "CBStrike It Rich" program. . . . NBC's "man of the hour" yesterday was none other than Steve Allen, who, with Helene Dixon, Bobby Byrne and Steve Lawrence, were honored with a cocktail party at Toots Shor's prior to launching a new late evening series via WNBT. . . . Incidentally, "Strike It Rich" may be renewed by Colgate-Palmolive-Peet for another five years with a sizable increase in the budget. Program, a Walt Framer package, is completing its third consecutive year for the sponsor. . . . TV execs might drop in at the Childs Restaurant at the Paramount Bldg. on Times Sq. one evening and thrill to the looks and talents of pianiste extraordinaire Doris Pines.

☆ ☆ ☆

RECOMMENDED: Herb Sheldon's daily platter NBChatter; Red Benson's funny-bone tickling on Harry Salter's melodic "Name That Tune" program; Denise Lor's thrilling trilling daily on the "Garry Moore Show"; Harry Wismer's masterful emceeing every noontime on Mutual's "Wonderful City." . . . Bob Crosby, the Bobcats and the Modernaires, will be CBSeen in a new five-a-week program, starting in the Fall, originating at that net's Television City in Hollywood. Program will be channeled "live" in the 3:30-4:00 *P.M. slot. . . . The producers of "You'll Be Surprised," a new TV series which will NBCommence in the Fall, originating in Hollywood, are seriously considering Johnny Dugan to emcee the five-a-week audience-participation program. . . . Frank Blair, radio and TV news commentator at NBC's Washington, D. C., outlet, will succeed Red Mueller as "Today" news editor Aug.* 3. *Latter leaves for another NBC news assignment. . . . Desilou Productions has moved production and business activities from General Service Studios to Motion Picture Centre due to increased production schedule.*

Herb Sheldon

☆ ☆ ☆

Zenith Radio Corp. of Chicago, tossing a luncheon for the trade press today at the Essex House, where a demonstration Phonevision film will be shown. Ted Leitzell will host. . . . James Michener, author of "Tales of the South Pacific," will be guest panelist Friday on the Gary Stevens WABDelightful production, "Twenty Questions." Harry Coyle directs the popular quiz program. . . . John Bash, TV and motion picture producer, has arrived in Buenos Aires to set up production plans for a new series of feature films, initial one, "Devil May Care," from the best-selling novel of the same name by Wade Miller. Paulette Goddard will star in the picture which is slated to go before the cameras early in December.

☆ ☆ ☆

Doesn't look like NBC will go thru with its original plans to televise the Freddie Robbins "So You Want to Be a Star" series which Coca-Cola MBSponsored last winter. . . . All the stories that appeared in the defunct Liberty Mag from 1924 *until it folded are up for sale to TV Film Producers. . . . Bishop Fulton J. Sheen resumes on DuMont Tuesday, Sept.* 13, *in the same time slot,* 8:00 *P.M. . . . Goodson-Todman is showing another "hot" item, a kinescope of a dramatic show, "State Department." Incidentally, the latest Trendex shows CBS with seven of the first* 10 *top shows with two of them, "The Web" and "What's My Line?", seventh and second, respectively. . . . Dunhill Cigs will sponsor Sammy Kaye's Orchestra via NBC-TV Saturdays* (8:00 *P.M.) starting Aug.* 8 *through Sept.* 2. *Sammy's Columbia disk of "Lighthouse in the Harbor" is starting to zoom, thanx to deejays Dick Gilbert of KTYL, Mesa, Ariz.; Ray Perkins, KFEL, Denver, and Herb Sheldon, WNBC. . . . Bill Bohen, formerly with William Esty, has joined Walt Framer Productions as Assistant to General Manager Sid Dubroff.*

SAG By-Law

(*Continued from page* 1)

Hollywood organizations in kind, reads:

"No person who is a member of the Communist Party or any other organization seeking the overthrow of the government of the United States by force and violence shall be eligible for membership in the Screen Actors Guild. Application for guild membership shall contain the following statement to be signed by the applicant: 'I am not now and will not become a member of the Communist Party or any other organization that seeks the overthrow of the Government of the United States by force and violence.'"

Voting was conducted by mail referendum, with certified public accountants Thomas & Moore auditing the returns.

Van Fleet Asks For Korean Support

An appeal for support of the American-Korean Foundation was made here yesterday by Gen. James A. Van Fleet at a screening of a 24-minute short subject for TV and an appeal for theatres in the 20th Century-Fox home office screening room. His message, heard by news editors, publishers and reporters, was covered by newsreel cameras.

The short subject, titled "Give Them This Day," carries a message from William Holden, Jan Sterling, Danny Kaye, Jack Benny, Bob Hope, Walter Pidgeon, Betty Hutton, Debbie Reynolds and Keenan Wynn, with clips showing their own visits to Korea, as well as fighting and devastation. It also has a message from President Eisenhower and another from Dr. Howard Rusk, who recently led a mission to Korea for the Foundation.

The drive in theatres starts today and will end on Aug. 2.

'War of Worlds' Gets CDA Premiere Aid

ATLANTIC CITY, July 27.—The Civil Defense Administration of Atlantic City will sponsor the world premiere of Paramount's "The War of the Worlds", Wednesday evening at the Warner Theatre.

Joseph Hackney, Atlantic City CDA director, and George Kimble, Warner Theatre manager, disclosed that military ceremonies, including a parade of Army, Navy and Red Cross personnel and military bands, will precede the premiere. Guests at the opening will include Mayor Altman and other city and state officials.

Senate Passes Bill To Aid Importing

WASHINGTON, July 27. — The Senate today passed a bill designed to make it easier for importers to bring their merchandise into the United States.

The bill was passed as reported by the Senate Finance Committee, minus two key provisions in the original administration and house-approved measure. It's now up to the House to accept the Senate version or to ask for a House-Senate conference to work out a compromise bill.

Tax Fight

(*Continued from page* 1)

especially urged industry members to send such messages to the following:

Sen. Eugene Millikin, chairman of the Senate Finance Committee

Senator William Knowland, Senate majority leader

Rep. Joseph Martin, Speaker of the House

Rep. Charles Halleck, House majority leader

Rep. Daniel Reed, chairman, House Ways and Means Committee

Rep. Noah Mason, author of the tax exemption bill

Rep. Allen (R., Ill.), chairman, House Rules Committee.

Rembusch said that expressions of thanks from industry members to the above, as well as to Representatives and Senators from home states, not only would go a long way toward helping the industry keep the friends it has made of late in Washington but also would create an excellent impression which would improve those friendships.

"When we first started working for the Mason Bill here in Washington," Rembusch said, "we found many legislators who looked upon our industry unfavorably. We had few friends. Too many thought of our industry in connection with Communist hearings or other adversely publicized activities.

"There were very few who realized that the industry was made up of a lot of little people all over the country, and was not solely 'Hollywood'."

"A Lot of Little People"

"We had to start from scratch and make friends," Rembusch concluded. "We did it by being frank, by telling our story honestly and with facts and figures to support it. We did it with the help of individuals from all parts of the country. And we did it by returning to thank those who helped us.

"That's what the industry should do now to show its appreciation—take the time to thank those who have helped it."

Filmakers-Rubin Sign

CLEVELAND, July 27.—Bernard Rubin, head of Imperial Pictures, has acquired the Northern Ohio franchise for Filmakers Pictures. The first of the Filmakers series will be "The Bigamist," to be released Sept. 1.

Fox Director of WSJL

BRIDGEPORT, Conn., July 27.—Matthew Fox, president of Motion Pictures for Television, has been elected a director of WSJL-TV, local ultra high frequency station.

Coast Sends Thanks For Mason Bill Aid

HOLLYWOOD, July 27.—Motion Picture Industry Council chairman Arthur Freed telegraphed Vice-President Nixon, Senator William Knowland and Congressman Thomas Kuchel expressing gratification of the entire Hollywood industry on their work in behalf of the repeal of the admission tax.

At Paramount 'Jubilee'

AMONG the many New York Metropolitan area theatremen who were on hand yesterday at the Paramount home office Prevue Theatre to attend the company's three-feature, all-day "Jubilee Show" were Sol A. Schwartz (center), president of RKO Theatres, and Sam Rinzler (right), head of Randforce Amusement Corp. At left, A. W. Schwalberg, president of Paramount Film Distributing Corp., who was host at the triple trade screening, discusses the program with the guests prior to the show's start. "The Caddy," "Roman Holiday" and "Little Boy Lost" were the pictures also shown in 32 other cities yesterday at regular theatres.

Thousands Attend

(*Continued from page* 1)

Paramount Pictures board chairman; A. W. Schwalberg, president of Paramount Film Distributing Corp., and other executives of the company.

"Little Boy Lost," "The Caddy," and "Roman Holiday" were the three pictures trade shown. Paramount division and branch managers were hosts at the shows.

In each theatre yesterday, including the home office Prevue Theatre, the "Jubilee Show" opened with a short introductory film featuring Schwalberg in a discussion of forthcoming Paramount product during which he predicted increasing prosperity for the industry.

Theatre Stock

(*Continued from page* 1)

on the day. Loew's topped it in late trading with a volume of 25,200 shares traded, up 5/8 to close at 12 3/4.

ABC-Paramount Theatres gained 1/2, closing at 14 3/8 on a turnover of 10,500 shares. Stanley Warner gained 1/2 on an 8,800-share volume, to close at 11 3/4. RKO Theatres was up 1/4 closing at 4 1/8 on a 11,500-share turnover. 20th-Fox also was in demand, rising 1/4 to 17 3/4 on sales of 10,200 shares.

1-Strip Benefits

(*Continued from page* 1)

exhibitors will stand to save in film shipping charges due to the placing of the four sound tracks on one strip of film. Costs, now proportionally higher because of the double system, will revert to lower figures of regular 2-D films.

Coast Unions

(*Continued from page* 1)

33 proposals is that employers contribute three per cent of their payrolls to a health-and-welfare plan already in operation, instead of five cents per hour as at present, and that the unions receive additionally, five per cent of revenue from theatrical reissues and from selling theatrical films to television.

IATSE seeks a four-year pact, reopenable in two years on wages and working conditions. Individual IATSE locals ask increases ranging up to 15 per cent. Other studio unions usually pattern their contract demands upon the IATSE's.

The Publicists Guild, unaffiliated, also presented contract demands to the AMPP, asking a wide variety of changes in the work-week definition, in addition to a 15 per cent increase.

Hearing Tomorrow On Trust Suit Bill

WASHINGTON, July 27.—A House Judiciary sub-committee has tentatively scheduled for Wednesday hearings at which film distributors and exhibitors will give their views on a pending anti-trust bill.

The measure, sponsored by Judiciary Committee chairman Reed (R., Ill.), would permit Federal District Courts to award less than treble damages in private anti-trust suits. At present, if the defendant is found guilty, the award of treble damages is mandatory.

A sub-committee headed by Rep. Keating (R., N. Y.) held one day of hearings on the bill many weeks ago. At the Wednesday hearings, the Motion Picture Association of America is scheduled to testify.

Compo Future

(*Continued from page* 1)

the industry could now afford to stay out of COMPO, that its physical and financial status was assured and that its activities will be expanded. If the industry-wide interest grows, as it is expected to grow, the big problem of sufficient finances on which to operate will have been solved.

It was indicated, unofficially, yesterday that COMPO's next big project would be the repeal of censorship laws in those states that have censor boards. Another function, it was said, might be an effort to ward off state and municipal admission taxes which are seen as likely political moves to replace the Federal tax.

A tax victory, however, is not expected to change the administrative setup of COMPO. A COMPO leader said here yesterday that the "triumvirate" type of administration was adopted because of the inability to acquire a full-time president. The plan has worked out so well that it probably will be retained. The trio now consists of Sam Pinanski, Al Lichtman and Trueman Rembusch.

Mason Bill

(*Continued from page* 1)

commentators, giving the industry's answers to the three main criticisms of the bill—that the saving will not be passed to the public; that the Treasury will lose too much money and that it's unfair to single out one industry for early excise relief. Rep. Mason (R., Ill.), author of the bill, is appearing in current newsreel clips, making a speech in favor of the bill. He also appeared on ABC-TV this noon and again tonight, stressing that the bill would save 5,000 theatres from closing and that the Treasury will actually pick up revenue.

COMPO officials hope to have further meetings this week with the Treasury Department, and possibly to arrange some meeting with White House staff members. Finally, they are paying "thank you" visits to Congressmen who supported them.

COMPO officials appear to base their hopes for favorable action on the bill by the President on the fact that the Administration and Treasury made no determined effort to halt the progress of the bill through Congress. They point out that the Administration might have obstructed the bill at any of several stages, but did not, and that the Treasury presented what appeared to be only perfunctory opposition to it.

SBC Report to Back Ticket Tax Repeal

WASHINGTON, July 27.—Senator Schoeppel (R., Kans.), chairman of a Senate Small Business Sub-committee investigation of the film industry, said the sub-committee's report will strongly urge elimination of the admission tax as a solution for industry ills.

"In my judgment," he declared, "our report must and will emphasize that the principal of this industry with which Congress and the Federal Government have a legitimate duty to concern themselves is the abolition of the 20 per cent admission tax."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 20 NEW YORK, U. S. A., WEDNESDAY, JULY 29, 1953 TEN CENTS

Deadline Is Sat. for D.J. SW Decision

Approval of the Merger Agreement Expected

With the deadline only three days away, on Saturday, for the approval by the Department of Justice of the Stanley Warner-Cinerama deal, indications were yesterday that a green light would be forthcoming before the expiration date of the merger agreement. A spokesman for Cinerama said that "it looks like everything is going to be all right," but he would not elaborate further.

Previously, Stanley Barnes, Assistant U.S. Attorney General in charge of the anti-trust division, had said that the D. of J. had suggested certain "safeguards designed to make sure that Stanley Warner's acquisition of Cinerama would come under the

(*Continued on page* 3)

RKO Houses Benefit From 3-D: Howard

SAN FRANCISCO, July 28.—Three-dimension has given box-office receipts of RKO Theatres a tremendous lift, reports William A. Howard, first vice-president of the circuit, who was in San Francisco from New York on a transcontinental tour of the firm's properties. With him was Milroy A. Anderson, West Coast district manager.

William Howard

But Howard warned that 3-D by itself would not be enough to hold new audiences. Good stories portrayed by good actors

(*Continued on page* 2)

Chicago Is Set for Cinerama Premiere

CHICAGO, July 28.—Cinerama's long-delayed Midwest premiere takes place tomorrow night at Eitel's Palace Theatre here before industry figures, Chicago civic and social leaders, editors of newspapers and magazines and heads of radio and TV stations. Newspapers in Kansas City, St. Louis,

(*Continued on page* 3)

Legislators Answer Rumor Treasury Shuns Tax Bill

WASHINGTON, July 28.—Several leading Congressmen are considerably annoyed at the Treasury Department over rumors that the Treasury will recommend a presidential veto of the Mason admissions tax relief bill.

"The Treasury has no business taking such a stand," said one influential Republican House member, and added, "Both houses passed that bill by overwhelming majorities, and the Treasury should take note of that, even if it opposed the bill originally."

A GOP Senator said that the Treasury is "living in an ivory tower." He expressed the hope that the President would not heed the Treasury recommendation, if the Treasury does make such a suggestion.

Treasury officials refused to say they would recommend a veto, but did emphasize that "we opposed the bill very strongly when it was before Congress."

Goodman Captain Of Zukor Drive

Monroe R. Goodman, assistant to A. W. Schwalberg, president of Paramount Film Distributing Corp., has been named national co-ordinator of the "Adolph Zukor Golden Jubilee Salute," Aug. 30 to Dec. 5 sales drive in commemoration of the Paramount board chairman's 50 years in the motion picture industry.

Goodman immediately indicated that field branches would receive by Monday a large array of advertising and promotion material designed to assist personnel in putting over the drive.

Ritchey Cites AA's 'Mid-Road' Policy On New Media

Allied Artists' decision to follow a "middle road" in the utilization of new projection media will draw worldwide support, Norton Ritchey, president of Monogram International, A.A. subsidiary, said here yesterday on the eve of his departure for England and Germany. Ritchey said he wanted to assure overseas customers that the only basic difference in forthcoming A.A. output would be in the "constant stepping-up of quality and star values."

Norton Ritchey

"Keeping pace with the times," Ritchey said, "we will, of course, produce in CinemaScope and in 3-D, but there will be no lessening in the supply of two-dimensional product,

(*Continued on page* 3)

'From Here to Eternity'

[*Columbia*]

A BEST-SELLING novel and an excellent cast have been combined into an outstanding picture that looks like box-office. Following a sneak preview in New York there was considerable discussion among those who had read the book on the question of whether the picture was a faithful adaptation of James Jones' novel of soldier life in Hawaii. There were some who believed that the character of Prewitt, and what he stood for, had been changed too much from what the author intended. Others, however, believed that this central character had been delineated correctly. Regardless of which segment is correct, the controversy is a healthy one because it will stimulate interest and create a desire to see the picture.

Because of the broad language of the book and its many lusty situations, it is only natural that the screen version had to be streamlined to conform with the Production Code Administration. Daniel Taradash, who wrote the screenplay, had a tough job on his hands. Taking a lengthy novel that is filled with unconventional episodes and adapting it so that the "meat" is not lost and yet is portrayed in good taste was an achievement. And Fred Zinnermann's direction deftly captures the spirit and atmosphere of the story.

The difficult character of Prewitt is handled expertly by Montgomery

(*Continued on page* 3)

Compo Plans to Placate Foes Of Tax Bill

Feels Many Are Given Misleading Picture

By J. A. OTTEN

WASHINGTON, July 28. — The tax committee of the Council of Motion Picture Organizations is continuing with unabated vigor its efforts to publicize the advantages of the Mason admissions tax bill to the public and to the informational sources serving the public.

COMPO officials privately are somewhat concerned over the fact that some newspapers — apart from the trade press — and some radio stations, are not sufficiently well informed regarding the purposes of the bill. The officials feel that such informational sources have been getting an incomplete and misleading picture of the case. These officials are doing all in their power to remedy this situation.

COMPO leaders held a press conference here late this afternoon, attended by a dozen Washington reporters and radio commentators, and answered the main arguments against

(*Continued on page* 2)

MPAA Will Seek Tax Law Changes

WASHINGTON, July 28.—Spokesmen for the Motion Picture Association of America will testify before the House Ways and Means Committee next week on two more MPAA-sought changes in the tax laws. The committee will continue its general tax revision hearings, even if Congress adjourns this week-end. Next Tuesday, the MPAA is scheduled to testify in support of easier tax treatment for assets sold pursuant to court order in anti-trust cases. On Aug. 6, the Association will argue

(*Continued on page* 2)

Nord 'Package' Plan For Non-3-D Houses

HOLLYWOOD, July 28. — A "package deal" by which "15,000 theatres not yet equipped for 3-D" will be enabled to exhibit all 3-D pictures "from a single film strip and in normal single-projector procedure" by the Nord extended area system, is planned, Nathan Supak, Nord head, told the press today. The announcement

(*Continued on page* 2)

Personal Mention

SEYMOUR SCHUSSEL, Eastern division manager of IFE Releasing Corp., and assistant to BERNARD JACON, vice-president in charge of sales and distribution, will arrive in Boston today from New York.

•

DORSEY BROWN, recently promoted to the post of city sales manager at the Cleveland exchange of M-G-M, next week will celebrate the 25th anniversary of his association with the company.

•

JACK MUSCLOW, manager of the Capitol Theatre, Kitchener, Ont., became a grandfather when his daughter, MRS. WILLIAM DAHMER, of Belleville, Ont., gave birth to twin boys.

•

MRS. JACK BERKSON, wife of the president of Screencraft Pictures, is recuperating from an operation at the Aurora Convalescent Home in Rye, N. Y.

•

CARL DUDLEY, president of Dudley Pictures Corp., has arrived in Honolulu from Hollywood.

•

MARION GERING, producer, will leave Cairo today for Rome.

SWG Separates L.A. Into 9 Territories

HOLLYWOOD, July 28. — The Screen Writers Guild has separated the Los Angeles region into nine areas, temporarily, for the purpose of holding meetings among members to promote the interest of the "one union" idea.

Leonard Levinson, planning committee chairman, said, "One union for all writers is so vital a concept that everyone who wishes should be able to advance his views as to ultimate set-up."

Mullen Quits UA to Start Own Business

Edward Mullen, United Artists office manager at the New York exchange, has resigned, effective Friday, after 30 years with the company to start his own business on the coast.

Mullen, who joined UA in 1923, has spent all of his career with the distribution company at the New York office.

Goldstein on Coast

HOLLYWOOD, July 28. — Morey R. Goldstein, vice-president of Allied Artists, arrived today from New York headquarters, and has commenced discussions with Steve Broidy, president; vice-presidents Harold Mirisch and Ralph Branton, and executive producer Walter Mirisch concerning release and sales plans for company's present and future product.

Cowdin Meets with President Today

WASHINGTON, July 28.—J. Cheever Cowdin, who was sworn in yesterday as head of the government's overseas film program, is scheduled to meet with President Eisenhower tomorrow to discuss various phases of his new post. It is expected that Cowdin will outline his plans for the worldwide operation of the service.

May Again Ship To Two Countries

Possible resumption of film shipments to Guatemala and Israel, to which shipments were halted a few months ago, was indicated here yesterday at a meeting of company foreign managers which was conducted by Ralph Hetzel, Jr., vice-president of the Motion Picture Export Association.

The association may send a representative to Guatemala in an effort to settle the situation which was brought about by the imposition of a 20 per cent excise tax. Films to Israel were halted because of what are termed "exorbitant import duties" and an unclear income tax application. As a result of overtures made by Eric Johnston, MPEA president, the Israel Embassy has been authorized to negotiate an agreement on the issues.

A review of the situation in Argentina, from which no remittances have been forthcoming, was held. It was reported that Robert Corkery, MPEA representative, is now in Buenos Aires for first-hand observation of the status.

W.B. Eastern Group Meets Here Today

A meeting of Warner Brothers Eastern sales district will be held at the Lombardy Hotel here today with Jules Lapidus, Eastern and Canadian division sales manager, presiding.

Attending, in addition to home office executives will be the following: Norman Ayers, Eastern district manager, and branch managers Ray S. Smith, Albany; Ralph J. Iannuzzi, Boston; Nat Marcus, Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York. Also attending are Robert Smeltzer and Ben Bache of Washington.

Tennessee Honors Grace Moore Film

KNOXVILLE, July 28.—Tomorrow night's premiere of Warner's "So This Is Love," a story about the late Grace Moore, will climax a week-long celebration honoring the Tennessee girl. The part of Miss Moore is played by Kathryn Grayson.

In addition to Miss Grayson, Walter Abel, Merv Griffin and Joan Weldon, who also appear in the film, are in Knoxville for appearances on the five Knoxville radio stations and to attend press luncheons and grant interviews.

Compo Plans

(*Continued from page 1*)

the bill. They stressed that the Treasury would get more revenue from the industry if the bill becomes law than if it is defeated, that most theatres cannot pass the tax saving on to the public because they need it to keep open, and that the industry needs relief ahead of other industries because "we're in the position of being the worst-hurt industry, the only one facing imminent ruin if the excise tax is not removed."

Nord 'Package'

(*Continued from page 1*)

awaits the outcome of negotiations now in progress with producer associations. Nathan expects a blanket agreement by all producers to furnish prints of all their two-strip 3-D films for transfer to Nord single-strip prints.

Supak said discussions so far have indicated favorable disposition toward the Nord system in all quarters.

Supak, declaring that he and his associates are interested solely in providing dependable, simplified, satisfactory and relatively cheap 3-D equipment to theatres, and have no wish to displace existing installations, said "there is no use in selling exhibitors our 3-D system unless we can assure them of product, and that is why we are here demonstrating to studios and producers what the Nord system can do for them and for exhibitors." He said prices for the "package" cannot be determined until negotiations are ended and exact contents of the package have been agreed upon.

Dr. Roy Clapp, inventor of the Nord system, explained the process in detail, and will conduct practical demonstrations for the press next week.

RKO Houses

(*Continued from page 1*)

is still the basic need of the industry, he asserted. After viewing some of the new product in Hollywood, he stressed that in his opinion, the producers are preparing to meet that need.

Howard was given a demonstration of the Ampex multi-directional sound system and visited the Ampex factory in Redwood City. A new type of stereophonic sound, the Ampex is an integral part of the new Mike Todd-AO system in which Rodgers and Hammerstein have agreed to film their "Oklahoma." Howard said he was impressed by possibilities of the system.

MPAA to Seek

(*Continued from page 1*)

for better tax treatment of overseas blocked income.

In evening sessions next Tuesday and Wednesday, the committee will hear spokesmen for legitimate theatres, swimming pools, roller-skating rinks, dance ballrooms and other entertainment places asking for admission tax relief similar to that recently voted for motion picture theatres.

Services for Evans, 53 Protestant Council Film Director

HOLLYWOOD, July 28. — Funeral services were held today at Forest Lawn for Oren W. Evans, 53, for the past five years director of broadcasting and motion picture activities of the National Council of Churches of Christ in America, who died Saturday.

Evans had retired from his own insurance and public relations business in San Francisco at the suggestion of his brother, Dr. Louis H. Evans, Minister-at-Large for the Presbyterian Church nationally, to take charge of NCCA film, radio and television operations. He also headed a consultative system, maintained on a cooperative basis, which furnished the Protestant viewpoint and opinion on pictures and scripts to producers and writers on request. His widow, two daughters and two brothers survive.

Picker Has A Busy Foreign Itinerary

LONDON, July 28.—Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, left here for a tour of Germany and Italy, following the conclusion of the company's European sales convention.

On Tuesday, Picker will fly from Rome to Johannesburg to attend the golden jubilee celebration of the Schlesinger Organization of South Africa. Schlesinger recently acquired all UA interest in Odeon Cinema Holdings, Ltd. Picker expects to be back in Italy on Aug. 16 for an additional week's stay, then go to France and possibly England again before returning to New York.

NIAI EXPRESS
STOCK FOOTAGE
Trains 'n Trollies, Trucks 'n Trailers, Boats 'n Blimps 'n Buggies . . . any traffic or transportation scene . . . easy to order from 15,000 subjects, completely cross-indexed. Send for Catalogue B
NBC FILM LIBRARY
105 E. 106 St., New York

"SHOWPLACE OF THE EAST"
MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
• Three dimensional projection
★ Three channel interlock projection
• 16mm interlock projection
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

"FROM Here to Eternity" will be promoted by ads in national magazines starting Aug. 2. "Pictorial Review" will kick off the campaign on that date. Ads will appear in the Aug. 23 issue of "This Week," the September issue of "Seventeen," Sept. 4 issue of "Collier's," Sept. 8 issue of "Look" and the Sept. 13 issue of "American Weekly."

●

"The Robe" receives an excellent send-off in the current issue of "Life." The scene at Cavalry is reproduced in full color on a two-page spread which gives the illusion of a CinemaScope screen. Similar treatment is given to a close-up of Victor Mature who plays the part of Demetrius.

"Life" reports that "Hollywood expects 'The Robe' to challenge the commercial success of 'Gone With the Wind' ($35-million). 20th Century-Fox is so confident they have already spent $3-million to complete its sequel, tentatively called 'The Gladiators'."

●

"Dangerous When Wet," "Gentlemen Prefer Blondes," "Francis Covers the Big Town" and Walt Disney's "Prowlers of the Everglades" are among the pictures reviewed in the August issue of "Seventeen."

●

"Band Wagon's" dancing star, Cyd Charisse, adorns the front cover of "Look's" Aug. 11 issue. In addition there are three more motion picture features in the issue. Among them is a discerning review of "Roman Holiday," illustrated by many production set stills and an informative and entertaining story about John Wayne. Also a literary survey of the musical comedy from 1912 to the present time written by Howard Dietz.

●

Ads for "The Robe" will appear in "Pictorial Review"; also the N. Y. "Daily News," and "Daily Mirror" Sunday magazine supplements.

●

"Julius Caesar" was represented by a highly amusing Kapralik caricature on the cover of "Pictorial Review's" July 26 issue.

●

"Houdini," "Dangerous When Wet" and "Stalag 17" are among the pictures reviewed and recommended in the August issue of "Woman's Home Companion."

●

A unique two-color ad on "Main Street to Broadway" appeared in the July 26 issue of "American Weekly."

●

"From Here to Eternity" receives a laudatory and entertaining review in "Collier's" Aug. 7 issue. Many stills featuring Frank Sinatra illustrate the review, which covers a two-page spread.

Fred Zinnemann, the picture's director, says "Frank Sinatra played Maggio so spontaneously, we almost never had to reshoot a scene."

●

"Main Street to Broadway" is represented by an attractive ad in the Aug. 2 issue of "Parade." Jean Simmons, one of the stars of "The Robe," is the cover girl in the same issue.

WALTER HAAS

'From Here to Eternity'

(*Continued from page 1*)

Clift. As the ex-bugler who asked for a transfer to Hawaii because of hurt pride when the position was given to another soldier, Clift gives a sensitive performance. His refusal to join the infantry company's boxing team because he once had blinded an opponent in a match, plus the punishment he takes for not joining the team, is, in a sense, the basic theme of the story; this adherence to the courage of his convictions and his personal integrity is the character study which reflects itself in all of his dealings.

Paralleling Clift in importance is Burt Lancaster as Sergeant Warden, a tough sergeant but a realist who believes in the strict observance of army routine. His romance with his captain's sexy wife, Deborah Kerr, and Clift's affair with a dance hall girl, Donna Reed, supply the romantic interests of the story. Both Miss Kerr and Miss Reed give standout performances, and so does Lancaster.

Perhaps the big surprise from an acting standpoint is Frank Sinatra. As Private Angelo Maggio, a tough little Italian-American who cements a friendship with Clift, Sinatra is a revelation. He pours out a characterization the like of which the average film fan might not have believed he was capable. It is a complete switch from the roles to which he has been accustomed.

The picture is a smooth mixture of almost every ingredient which goes to make up box-office entertainment. It has romance, comedy, pathos, rowdiness, brutality, dramatic impact and, as a thrilling climax, war—the bombing of Pearl Harbor. Exhibitors have plenty to sell here. Every angle should be tapped.

The story, itself, is a man's devotion to his self-respect and to the army. It traces Clift's battle with himself to retain those qualities, which he does to his death—he is shot when mistaken for a Japanese sniper after he has tried to return to his post following a period of AWOL as the result of a fatal knife fight with Ernest Borgnine, sergeant of the stockade, whose brutal treatment of Sinatra causes the latter's death.

Photographed in Hawaii, the production gives an authentic picture of pre-Pearl Harbor military life on the islands. Incidentally, Borgnine and Philip Ober, the latter as a pompous commanding officer of Clift's company, give creditable performances, and so do all of the others in the expertly-picked cast. The picture was produced by Buddy Adler.

Others in the cast are Mickey Shaughnessy, Harry Bellaver, Jack Warden. John Dennis, Merle Travis, Tim Ryan, Arthur Keegan and Barbara Morrison.

Running time, 118 minutes. General audience classification. For September release.

AL STEEN

"Main Street to Broadway"

(*Metro-Goldwyn-Mayer*)

A ROSTER of talent whirls around the vortex of this story about the Broadway stage, but it's Tallulah Bankhead who steals the show. She grimaces, shrieks, laughs and throws barbs, all with telling effect. Gertrude Berg, too, has her moments of glory in a part cut out for her.

This Lester Cowan production, designed to promote interest in the legitimate stage, will dazzle any motion picture theatre's marquee with its names. They also include: Ethel Barrymore, Lionel Barrymore, Shirley Booth, Louis Calhern, Leo Durocher, Helen Hayes, Faye Emerson and Rex Harrison. They all play themselves in this entertaining vehicle which should do nicely at the box-office.

The screen play, written by Samson Raphaelson, based on a story by Robert E. Sherwood, falls, in the main, along formula lines. Helen Hayes, sitting in her dressing room, opens the picture by telling the audience that through the life of a struggling playwright, a glimpse of Broadway will be offered. The young playwright is Tom Morton and his efforts to write a successful play and the adventures it leads him into form the hub of the story. His agent, as luck would have it, is seeking a play for Tallulah Bankhead, a play that would offer her a vehicle to play the role of a sweet, motherly woman. The scenes of "Tallu" enacting such a role in a series of fantasies are among the most hilarious in the picture. The love interest is supplied by Mary Craig, who is as cute as a button. Most of the famous personalities are interwoven in the plot, either through chance, or some other circumstance. The narration, both in the introduction and in the final scenes, slows up the picture.

Although the film has much to offer it mainly lacks cohesiveness in mood and intent. At times, it branches out in bold burlesque and in other instances attempts to be tender, incisive and understanding.

Others in the cast include Agnes Moorehead, Herb Shriner, Rosemary De Camp, Clinton Sundberg. Playing themselves, in addition to the famous personalities already mentioned, are Oscar Hammerstein, II, Rex Harrison, Joshua Logan, Mary Martin, Lilli Palmer, Richard Rodgers, John Van Druten and Cornel Wilde. Tay Garnett directed.

Running time, 102 minutes. General audience classification. Release date, July 31.

MURRAY HOROWITZ

'Tito' Rights Acquired

HOLLYWOOD, July 28.—Marion Gering, producer-director of G-L Enterprises, and Charles Spellman, Los Angeles business man, have acquired distribution rights to "Tito," Vladimer Redijer's biography of the Jugoslavian ruler. Production is scheduled to start next spring in Jugoslavia.

Richard Todd Here

Richard Todd, star of Walt Disney's "The Sword and the Rose," was honor guest Monday at a luncheon at the 21 Club attended by executives of the Walt Disney New York office and RKO Radio officials. Todd will spend a few weeks in New York before visiting key cities.

Cinerama-SW

(*Continued from page 1*)

terms of existing laws." This, he said, would be necessary before the Department could give its approval of the deal.

The safeguards to which he referred were not identified, but Barnes indicated informally that if they were accepted, the Department would have no objection to the project.

In a joint announcement by Stanley Warner and Cinerama Productions on July 6, it was stated that in the event of Justice Department disapproval or failure to act by Aug. 1, the agreement would be terminated.

Chicago Cinerama

(*Continued from page 1*)

St. Paul and Louisville have sent correspondents to cover the event. The proceedings will be broadcast and televised by NBC's Chicago outlets.

Louis B. Mayer will head a delegation from Hollywood, while Thomas L. Perkins, chairman of the executive committee of Cinerama Productions Corp., will represent the New York office. Fred Waller, Cinerama's inventor, will fly here from New York in order to see the new installation, which departs from past procedures in that the three projectors are suspended from the balcony. The Palace screen, 76 feet by 27 feet, is the largest in the world.

The premiere will be a charity event for the benefit of the Peacock Camp for Crippled Children. Mayor Martin Kennelly and Senator Wayland Brooks will give an official welcome. Otto Eitel, managing director of the theatre, has also brought to the support of the premiere the facilities of Chicago's Convention and Visitor's Bureau, which he heads, and all of the Loop hotels.

'Mid-Road' Policy

(*Continued from page 1*)

most of which will be made in color."

Ritchey said that "amid the frenzy and confusion of changeovers to new media, Allied Artists is very wisely straddling the fence." He asserted that "this is a position that can be maintained indefinitely, comfortably and profitably. It is a position that becomes untenable only when the fence no longer exists, and frankly I think that that is quite a way off, particularly insofar as overseas markets are concerned."

"While 3-D, CinemaScope, and other innovations, are well past the experimental stage and are here to stay, it would still be dangerous and premature to concentrate on that media to the total exclusion of others," he stated.

Services Today for Harry Samwick, 65

Funeral services will be held today at Riverside Memorial Chapel for Harry A. Samwick, president of the American Display Co., a partner in National Screen Service, who died Tuesday after an illness of several months. He was 65.

An associate of the late Marcus Loew, Samwick was one of the first distributors of Charles Chaplin single reel comedies. His company services approximately 8,500 theatres.

His widow and four sisters survive.

"I'M BUSTING MY BUTTONS WITH PRIDE"

said the Ad Man, just back from M-G-M's Coast Studios where he got an eyeful of wonderful coming attractions filmed in the exciting new media. You'll hear plenty about them but listen to him briefly here:

★

"MOGAMBO" *(Technicolor)*

I saw the greatest African adventure-romance of all time. It was filmed on safari in Technicolor and is even bigger than M-G-M's "King Solomon's Mines." The jungle tears the veneer of civilization from a society beauty and a night club doll who fight for the devil-may-care leader of an expedition into the untravelled wilderness of the Dark Continent. Clark Gable and Ava Gardner are sensational together! There's passion, conflict, danger of wild animals and savage natives, all topped by the unprecedented BATTLE OF THE GORILLAS! "MOGAMBO" means The Greatest!

★

"ALL THE BROTHERS WERE VALIANT"

(Technicolor)

I heard a Theatre Preview audience cheer the wide screen presentation of this famed action novel filmed in Technicolor in Jamaica, British West Indies. Brother against brother (Robert Taylor, Stewart Granger) for the arms of a beautiful girl (Ann Blyth) aboard a mutinous whaling ship. A strange honeymoon, a seething mutiny, a romantic tropical voyage, a spectacular encounter on a thrilling whale hunt, an adventuring rogue and a seductive island girl, the fight for the pearl fortune . . . it's all BIG and PACKED WITH TICKET - SELLING ENTERTAINMENT by the director and producer of "Ivanhoe."

"TAKE THE HIGH GROUND"

(Technicolor)

I attended the audience Preview of this glorious attraction on a big theatre screen. It was made by the producer of "Battleground" in the same tradition of high humor and thrilling group spirit. The audience loved every minute of the stirring saga of boys from over the entire nation who become the men who'll "Take the high ground and hold it" as their rousing song tells it. Richard Widmark and Karl Malden, as tough sergeants, give memorable performances and beautiful Elaine Stewart adds to her star build-up in a provocative role. The gags, the gripes, and the training routine of the typical foot-soldier kept the Preview audience in constant merriment.

★

"KISS ME KATE" *(Ansco Color)*

What an attraction I saw! Stars, romance, Cole Porter melodies, comedy. They combine to make this superb production of the stage hit of two continents the big musical news of coming months (*Print by Technicolor*). Kathryn Grayson, Howard Keel, those "Show Boat" sweethearts, are wonderful as the sparring stage couple who are brought together in a performance of "Taming of the Shrew." Ann Miller, gorgeous dancer of the show, is the new girl in Keel's life, but Kathryn gets her guy back finally after hilarious complications. A big cast of great dancing and singing talents delivers Cole Porter's most melodious score in thrilling style. Add this to the Hall of Fame of M-G-Musicals!

★

"FORT BRAVO" *(Ansco Color)*

I sat on the edge of my seat, just as a theatre-full of lucky patrons did who caught the sneak Preview on the exciting wide screen of this fast-paced spectacular outdoor drama! Fort Bravo is a stockade manned by Union soldiers that contains Southern rebel prisoners. Of constant danger to all are savage Apache Indians. To this outpost comes a Southern belle (Eleanor Parker) who dupes the handsome Captain Roper (William Holden) and escapes with several of the rebels including her Southern fiance (John Forsythe). The chase, filmed in Death Valley and the mountains of New Mexico, is gripping. The conflict of the love story, the savage attack by the Indians in an episode of memorable stature, the pictorial grandeur, the color make this an attraction to pack any house in the land.

(continued)

(continued)

"THE ACTRESS"

I saw performances that will take their place in the Screen Hall of Fame. Spencer Tracy is superb as the father of a stage-struck daughter, played with pathos and laughter by Jean Simmons, whose Mother, played by Teresa Wright, is touching in her understanding of her family. It's got the wide audience appeal of "Father of the Bride" and like that famed success, has national penetration in advance, in this case because of the Broadway stage hit "Years Ago" on which it is based. The play told of the girlhood of actress Ruth Gordon, and its authenticity yields laughter, tears, courage, youthful dreams and romance and all the ingredients that send patrons out of the theatre eager to tell friends: "Don't miss 'The Actress.' It's a wonderful picture."

★

"TORCH SONG" *(Technicolor)*

I saw the new Joan Crawford picture, her very first in Technicolor. It will make the millions who thrilled to her performance in "Sudden Fear" say: "Joan has done it again." In "Torch Song" she plays the sultry musical comedy star, Jenny Stewart, who came up the hard way and treats everybody that way until a blind pianist, handsome war veteran Michael Wilding comes into her life. This picture bristles with tension and suspense. Its love story is truly great. Magnificent in Technicolor, beautifully gowned and jewelled, Joan has a rare opportunity to combine her powerful dramatic talents with the singing and dancing that first won her acclaim. The story moves from rehearsal halls, where a big musical is in production, to smart supper-clubs and swank apartments. It's deluxe in every detail . . . the tops in mass audience entertainment!

★

"RHAPSODY" *(Technicolor)*

I saw a romance in big screen stature that is as inspiring as its setting — Paris, Zurich, The Riviera — and told against the love music of the world's immortals. It is fitting that Technicolor has been used to film its glories because Elizabeth Taylor has never been more alluring as the wealthy girl, whose selfish need of attention causes the man she loves to desert her and almost destroys another musical student who gives up his career for her. Handsome, exciting Vittorio Gassman, a new screen idol, and John Ericson, of the New York stage, are the two young men caught in the silken web of this seductress. Primarily a drama of conflict and passion, this superb attraction ranks with the great motion pictures that have been interwoven with the brilliant music of the masters.

"EASY TO LOVE" *(Technicolor)*

I saw an Esther Williams Technicolor musical in big screen grandeur to challenge "Million Dollar Mermaid" or any of her other great spectacular romantic attractions. Shapely Esther is the Aqua-Queen of Cyprus Gardens, Florida, beloved by all except her Boss (Van Johnson) who is too busy as a promoter. On a trip to New York she meets a famed night-club singer (Tony Martin) who gives her a White Way whirl and pursues her to Florida where her Boss finally realizes what he's been missing. Until you see for yourself you can't truly visualize the wonders of the four lavish water spectacles, one of them, for instance, showing Esther Williams leading 100 top American ski-jumpers towed by eight speedboats. After jumping over 12-foot ramps, she is lifted by helicopter 75 feet high to dive from a trapeze into the center of the 100 skiers. It's breathtaking! "Easy To Love" is easily the industry's next Musical Sensation!

★

AND MORE!

I saw completed footage of other great M-G-M attractions destined to make box-office headlines. For instance: Cinemascope scenes of "Knights of the Round Table" now being filmed in Technicolor in the locale of the story abroad. This masterpiece of the days when knighthood was in flower stars Robert Taylor, Ava Gardner, Mel Ferrer and many more. I saw hilarious sequences of the coming Lucille Ball-Desi Arnaz Technicolor comedy riot "The Long, Long Trailer" and it's everything you dreamed from this nationally beloved pair. I saw parts of a remarkable production filmed in Technicolor in French Morocco called "Saadia" starring Cornel Wilde, Mel Ferrer and the new beauty Rita Gam. It is rich with the intrigue, the dancing girls, the crack riders, the mystic excitement of that romantic setting. YOU BET I'M BUSTING MY BUTTONS WITH PRIDE . . . AND YOU'LL BUST YOUR RECORDS!

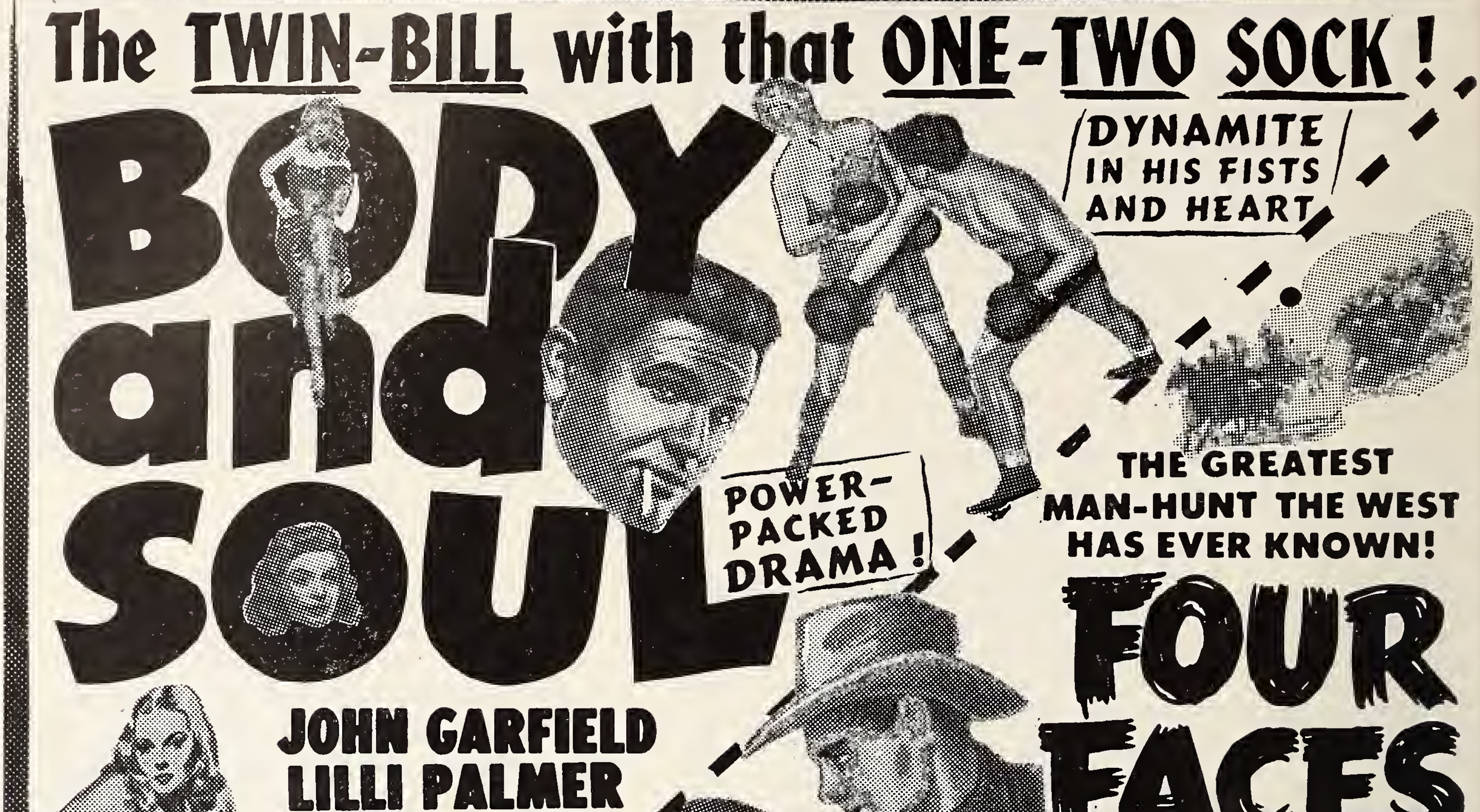
★

And when I got back, I heard the great "BAND WAGON" news! A sensation in its Washington, D. C. opening, the first date out-of-town to play simultaneously with its record-breaking Music Hall run!

NOW PLAYING IN LEADING

THEATRES THROUGHOUT THE COUNTRY

THERE IS A FAVORITE ATTRACTIONS
EXCHANGE IN YOUR TERRITORY


The TWIN-BILL with that ONE-TWO SOCK!
BODY and SOUL
DYNAMITE IN HIS FISTS AND HEART
POWER-PACKED DRAMA!
THE GREATEST MAN-HUNT THE WEST HAS EVER KNOWN!
FOUR FACES WEST
JOHN GARFIELD
LILLI PALMER
HAZEL BROOKS
HE'S A SUCKER FOR A RIGHT AND WRONG KIND OF WOMAN!
The GAMBLER who chanced!
The MARSHAL who hunted!
The GIRL who loved!
JOEL McCREA
FRANCES DEE
CHARLES BICKFORD
Another Great Double from FAVORITE ATTRACTIONS Inc.

Distributed Nationally
By

FAVORITE ATTRACTIONS, Inc.
151 West 46 Street, New York 36, N. Y.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 21 NEW YORK, U. S. A., THURSDAY, JULY 30, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IN an unfriendly, poorly informed and unsoundly reasoned editorial, the "New York Times" yesterday inferentially rebuked the Congress for having passed the Mason Bill exempting motion picture theatres from the 20 per cent Federal admissions tax and advanced what it termed arguments against the measure.

The first argument, the "Times" says, is that (the Mason Bill) would "involve a complete reversal of Government policy by placing relief of inequities ahead of budgetary considerations (and this at an estimated annual cost of $100,000,000)."

The "Times," obviously, did not pause long enough to inform itself of either the background of the admissions tax or the industry's arguments as to why enactment of the Mason Bill would not be "a reversal of Government policy" and why it would not necessarily cost the Treasury a penny.

•

Elimination of the admissions tax on motion picture theatres is not merely "relief of an inequity," as the "Times" assumes. The admissions tax was enacted originally as a wartime measure with specific assurances that it would be removed within a short time after cessation of hostilities. That the long overdue action on the part of the Government may, perhaps, be taken at this time is far less a conflict with present Government policy than was the retention of the tax over the years in the face of the original Government policy not to continue it in peace-time.

•

Moreover, the "Times" cites no authority for the contention that elimination of the tax will cost the Treasury $100,000,000. The industry's argument, and it is one which the President surely must consider, is that the Mason Bill is not in conflict with Government policy because it will insure the continuance of businesses and the payment of all of the taxes associated with them; whereas a veto of the Mason

(*Continued on page 2*)

Schenck Confirms 'Combine' Report

HOLLYWOOD, July 29. — Joseph M. Schenck today issued a statement confirming published reports that he is discussing plans for linking several large theatre circuits in one nation-wide chain to "better assemble efficient management in all phases of operation," but underscored the point that the combining of buying power is not among the objectives under discussion. United Artists, Skouras, Golden State and Rowley circuits are among those concerned, it is reported.

Schenck stated that Magna Corporation has no connection with these plans.

First CinemaScope Canadian Showing Set for Aug. 11

CinemaScope's first demonstration in Canada will be held at the Imperial Theatre in Toronto on Aug. 11, 20th Century-Fox revealed here yesterday. Exhibitors from all parts of Canada, press representatives, equipment manufacturers and government and financial leaders will be invited to the showing.

In addition to the footage shown at the demonstrations in the United States, it is expected that special clips of the British Coronation, included in the London and Paris demonstrations, will be inserted in the Canadian program.

Among 20th-Fox executives who will be on hand for the showing will be W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, Eastern and Canadian sales manager; Alex Harrison, home office representative; Peter Myers, Canadian division manager, and J. J. Beattie, Toronto manager.

Sales to Theatres Boost GPE Net

Consolidated net sales and earnings of General Precision Equipment Corp. and subsidiaries for the three months and six months ended June 30, 1953, registered substantial gains over the similar periods of 1952, Hermann G. Place, company president, reports.

Place said that the back-log of orders had increased from the first of the year largely as a result of increased theatre equipment business. He further stated that although the theatre equipment business had shown

(*Continued on page 4*)

TAX BILL PLEA TO PRESIDENT TODAY

COMPO Officials, Aided By Sen. Carlson, to Get White House Interview

By J. A. OTTEN

WASHINGTON, July 29. — The motion picture industry tomorrow takes its fight for admissions tax relief directly to the President of the United States, in whose hands lies the fate of the Mason Bill.

With the help of Senator Carlson (R., Kans.), officials of the Council of Motion Picture Organizations have a 3:30 (EDST) meeting scheduled with President Eisenhower at the White House. Carlson is a member of the Senate Finance Committee and was throughout the presidential campaign one of Eisenhower's closest advisers.

Carlson will accompany the industry officials and will introduce them to the President and help them make their plea for approval of the Mason Bill. With Carlson will be Col. H. A. Cole and Pat McGee, co-chairmen of COMPO's tax committee; COMPO executive secretary Robert W.

(*Continued on page 4*)

Technicolor Profit Rises

The consolidated net profit after taxes on income of Technicolor, Inc. for the six months ended June 30, is estimated to be $1,608,709, equivalent to 84 cents per share on the new stock oustanding (the old stock was split two for one on May 18), as compared to $1,025,420, equivalent to 55 cents per share (shares adjusted to new stock basis) for the corresponding six months of 1952, reports Dr. Herbert T. Kalmus, president and general manager.

UA to Get Second In CinemaScope

United Artists' second CinemaScope release will be W. R. Frank's production of "Sitting Bull." The film will be based on the life of the Indian chief. UA's first CinemaScope picture, as previously reported, will be "The Story of William Tell," to be made on European location and produced by and starring Errol Flynn.

Twentieth Century-Fox has four CinemaScope pictures completed, "The Robe," "How to Marry a Millionaire," "Beneath the 12-Mile Reef" and "The Gladiators." Currently shooting are "Prince Valiant," "Hell and High Water" and "King of the Khybur Rifles." Set to roll within the next few weeks are "Night People" and

(*Continued on page 4*)

Castle to Pursue Fight on IIA

Eugene W. Castle, who has been fighting a one-man battle against the International Information Administration's global motion picture department, will "double check" the department's activities in 1954, make a comparison with his previous findings and then decide what course of action he will take in an attempt to have the service discontinued. Castle, former president of Castle Films, toured overseas areas last year to investigate reports of alleged waste in the film division and he said here yesterday that he planned a similar trip again at his own expense.

Castle contends that the showing of propaganda pictures cannot be ef-

(*Continued on page 4*)

Lettered Tickets Illegal, Court Decides in Ky.

LOUISVILLE, July 29.—Alphabetically-numbered theatre tickets do not comply with the law, according to a ruling by the U.S. District Court in a case brought by the Hiland Amusement Co.

The Hiland company had been employing a method known as the "Standard Cryptrix Numbering System," which uses letters instead of numerals for tabulating tickets. However, the tax law requires that tickets

(*Continued on page 4*)

Levy Ends Study of U. K. Organization

LONDON, July 29.—Herman Levy, Theatre Owners of America general counsel, has completed his personal survey of the workings of the Cinematograph Exhibitors Assciation here and is scheduled to leave for New York this week.

While here, Levy held detailed discussions with Walter Fuller, CEA's general secretary, and representative

(*Continued on page 4*)

Personal Mention

JACK L. WARNER is scheduled to arrive from the Coast over the weekend and will leave immediately for Europe by plane.

●

Robert Portle, manager of Loew's Poli Elm Street theatre, Worcester, and Mrs. Portle, are marking their 50th wedding anniversary and Portle's 51st year in show business.

●

Lester Sansom, head of the Allied Artists editorial department, will leave Hollywood tomorrow for Dayton, Washington and New York.

●

E. G. Chumley, branch manager of Paramount Film Exchanges, Jacksonville, has returned there from Atlanta.

●

Harry Buckley has returned to London from Dublin, and will sail for New York Aug. 5 on the *S. S. Liberte*.

●

Mrs. Wally Heim, wife of United Artists' Chicago publicist, has given birth to a boy, their third child.

●

P. T. Dana, Universal's Eastern sales manager, left here yesterday for Detroit and Pittsburgh.

●

Spencer Tracy will sail from New York today on the *S. S. Constitution* for Cannes, France.

●

Bernie Mills of Equity Film Exchange, Washington, has arrived here from the Capital.

●

Ed Stevens, president of Stevens Pictures, Atlanta, has left there for Chicago.

●

Henry Koster, director, will arrive in New York from Hollywood on Aug. 10.

Altec and Loew's Sign 3-Year Pact

Altec Service Corp. and Loew's, Inc., have formalized a service contract involving more than 100 of the latter's first-run theatres. The pact, which will run for three years, includes the Capitol and State here.

The deal was closed by L. D. Netter, for Altec, and John Murphy and Gene Picker, for Loew's. E. O. Wilschke, Altec operating manager, and William Boettcher, in charge of Loew's theatre sound department, also took part in the negotiations.

Astor to Distribute 'Robot Monster'

Negotiations for the worldwide distribution of the 3-D science-fiction feature, "Robot Monster," have been completed by Bob Savini, president of Astor Pictures Corp., and Al Zimbalist, executive producer of Three Dimensional Pictures, Inc. The film will be ready for release within three weeks.

Loew's International Promotes Three Here

Joseph L. Seely has been elected treasurer of Loew's International Corp., it was disclosed yesterday by Morton A. Spring, first vice-president of the organization. Charles Pati has been named assistant to Spring, while Ronald Carroll has been designated assistant to Sam N. Burger, sales manager.

Seely has been with M-G-M since 1929, when he joined its sales department. Thereafter, he was transferred to the accounting department and later was promoted to chief accountant of Loew's International.

A 25-Year Man

Pati joined M-G-M 25 years ago as an office boy. Following service in the Signal Corps he joined the international division of M-G-M as chief of supply and service in its New York synchronization studio.

Carroll, who joined M-G-M 10 years ago and served with the OSS during the war, has been in the sales division of Locw's International for the past five years.

'Best Directed' Films Nominated by SDG

HOLLYWOOD, July 29.—The second quarterly nominations by the Screen Directors Guild for the purpose of selecting the organization's annual award for the best-directed picture have resulted in the selection of six films, three of which were repeats from the first quarterly selection.

The films selected by the membership are listed alphabetically as follows: "Call Me Madam," directed by Walter Lang for 20th; "Come Back, Little Sheba," directed by Daniel Mann for Hal Wallis-Paramount; "Lili," directed by Charles Walters for M-G-M; 'Shane," directed by George Stevens for Paramount; "Titanic," directed by Jean Negulesco for 20th; "Young Bess," directed by George Sidney for M-G-M.

The three films which were repeats from the first quarterly selection, are: "Call Me Madam," "Lili" and "Come Back, Little Sheba."

Red Skelton Signed By CBS Television

Red Skelton, comedian who has been under contract to M-G-M since 1940, has signed a contract with CBS Television which will bring him to the network this fall in a completely new program. The show will be broadcast "live" from CBS Television City in Hollywood.

NBC-TV Adds 21; Web Totals 133

With the addition of 21 new TV stations, the television network of National Broadcasting now totals 133 affiliates, of which 104 are within the Continental limits of the United States, it was disclosed by Harry Bannister, NBC vice-president in charge of station relations.

15% Express Rate Hike Authorized

WASHINGTON, July 29. — The Interstate Commerce Commission has authorized an average 15 per cent increase in Railway Express rates. Although a large majority of exhibitors receive their film shipments by truck carriers, the rate hike would affect many theatre owners.

U.K. Film Festival Opens Here Aug. 3

The first repertory of British films held in America will open at the 55th Street Playhouse here on Aug. 3, with the cooperation of British Information Services. It will continue through Sept. 28, with 48 British features to be shown, according to Martin Lewis, owner of the Playhouse.

A panel discussion on British films and the American audience is planned, with New York newspaper film critics, members of the British and American press and industry representatives from the U. S. and Britain participating. Sir Gladwyn Jebb, U. K. delegate to the United Nations, is expected to open the proceedings.

Similar British film festivals may be arranged for other American cities subsequently.

Goodfried to New Para. Studio Unit

HOLLYWOOD, July 29.—Bob Goodfried has been named exploitation manager in the Paramount studio publicity department, heading a new unit organized by publicity director Teet Carle to handle pre-release exploitation, commercial tie-ups, previews, premieres, "junkets" and key openings. Arthur Wilde and Jerry Juroe are joining Goodfried in the department. Andy Hervey continues as Carle's assistant and will function as publicity manager.

Goodfried has been associated with theatres and several studios. He joined the Paramount studio publicity staff a year ago.

Warner Will Produce Edna Ferber 'Giant'

HOLLYWOOD, July 29.—Negotiations for the production by Warner Brothers of Edna Ferber's novel, "Giant," have been completed by Jack L. Warner, Miss Ferber, George Stevens and Henry Ginsburg. The picture will be made at the Warner studios and will be filmed in the WarnerSuperScope process.

The George Stevens production of the story will be the producer-director's first for Warner.

Correction

Through a typographical error, the name of Fred Zinnemann, director of "From Here to Eternity," appeared as Fred Zimmermann in a review of that production appearing in this publication yesterday.

Tradewise . . .

(*Continued from page 1*)

Bill will spell the end of such businesses and the taxes paid by them.

●

The Treasury's own reports of declining admissions tax collections and the reports of the Department of Commerce on the economic state of the industry both support this argument of the Council of Motion Picture Organizations. In fairness, the "Times" might have informed itself of that argument and appraised it, rather than accepting the opposition's argument, without question, that elimination of the tax will cost the Government $100,000,000.

The "Times'" criticism that theatres do not plan to pass the tax-saving along to the public which, therefore, makes it tantamount to a 20 per cent increase in prices, ignores not only the purpose of the bill—which is to keep more theatres and enterprises dependent upon them in business—but also the economic strait-jacket the tax has been to exhibition.

●

While the prices of everything have increased many times over recent years—including the price of the "New York Times" and its advertising rates—commensurate increases have been impossible for theatres. Adding a price increase, plus 20 per cent Federal tax on the increase, to the existing price plus 20 per cent Federal tax thereon, would have priced the great majority of theatres beyond the ability of their patrons to pay. In consequence, box office price levels have advanced less than have other prices.

●

The "Times" is unjust and unfriendly, therefore, in terming the argument that tax relief will solve the industry's problem as "a weak reed to start with."

Tax relief may not solve all of the industry's problems. Not, at least, while television purveys free entertainment to homes whilst getting a free tax ride from the Government. But it will keep many theatres from closing and it will help to solve the problems of many others.

●

If that is what the "Times" is opposed to, let's have an informed, unbiased editorial telling us why.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter. Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

New York, N.Y., Monday, July 27, 1953

CEASE FIRE

ENDS KOREAN WAR!

Paramount Announces

HAL WALLIS'

"CEASE FIRE" IN 3-D

Directed by Owen Crump

Photographed entirely under battle conditions in Korea In cooperation with the Department of Defense — all military personnel characters portrayed by members of the United Nations Armed Forces

Now in final stages of production — the timeliest drama of our time. It will be the most sensational ever in 3-D. Keep in close touch with Paramount for your earliest possible date!

Bill Easing Imports To the White House

WASHINGTON, July 29.—Congress has sent to the White House a bill designed to simplify U.S. customs procedures and make it easier for importers to bring into the U.S. films and other commodities.

The House completed Congressional action on the bill by agreeing to Senate amendments to the original House-passed version. The Senate had deleted from the bill two sections, dealing with import valuation and currency conversion.

Castle to Pursue

(*Continued from page* 1)

fective even if the product is good. Reiterating a recent statement to the Senate Appropriations Committee, Castle asked, "How would we as Americans receive propaganda films made by other countries to indoctrinate us?"

Referring to the program as a "foreign WPA in celluloid," Castle asserted that "we do not need government motion pictures. We do not need any part of a global government movie program. With a $9,000,000,000 deficit for the year just ended, and a $7,000,000,000 deficit assured for the year just beginning, there can be no security for Americans at home, or for those who profess friendship for us anywhere on this earth, if our country and its people are eventually forced into fiscal bankruptcy."

Levy Ends Study

(*Continued from page* 1)

exhibitors such as Sidney and Cecil Bernstein of the Granada Circuit, Sir Alexander King, Frank Cousens of Birmingham, and C. J. Latta, managing director of Associated British Picture Corp.

Levy said the CEA obviously exercised much more influence in the industry here than did its American counterparts with the industry over there. He expressed surprise at the high entertainment tax and high film rentals here. While emphasizing that the study was made on his own initiative, Levy said he would make a comprehensive report to the TOA on his return.

7 DAYS IN HAWAII $441

(from New York), including round-trip transportation and hotel accommodations

Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.

UNITED AIR LINES

Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR

Plea to Eisenhower

(*Continued from page* 1)

Coyne and Bob Livingstone, Lincoln, Neb., exhibitor.

The delegation will attempt to convince the President that the Treasury will lose less revenue from approval of the bill than from its defeat; that the industry is in desperate straits and needs early relief, ahead of other industries, and that the idea behind the bill is not an underhanded movement to raise prices.

The presidential appointment took on added significance in the light of reports that the Treasury has officially forwarded to the White House its recommendation on the bill, and that the recommendation is for a veto. Apparently the COMPO officials are convinced that nothing more can be gained by trying to persuade the Treasury of the justice of the industry's case, and that the pitch must be made over the Treasury's head to the President himself.

COMPO officials were somewhat heartened by reports that the fur industry tax committee had urged the President to approve the Mason Bill. The fur group wrote they were sorry that the fur industry hadn't gotten relief, but felt this was no reason for denying needed relief to the theatre owners. COMPO officials felt this letter helped offset the pleas of legitimate theatres and others for a veto.

Volume of Mail Heavy

White House spokesmen said that the Mason Bill was drawing an "unusually heavy" volume of mail and telegrams, both for and against the bill, but with a slight majority in favor of it. Practically all the correspondence in favor of the bill comes from theatre owners and other industry officials, they declared. Messages urging a veto come from legitimate theatres, baseball clubs, other entertainment groups and similar excise-burdened industries.

Mexico Curtails Film Importations

MEXICO CITY, July 29.—Permits for the exhibition of an unspecified number of foreign pictures, including some American, have been suspended because of local trade alarm over imports during May and June far exceeding the number of domestic films made available, revealed Jose Lelo de Larrea, chairman of the National Cinematographic Board. May imports total 84, of which Hollywood supplied 59, but only 13 Mexican pictures were exhibited during the month.

"We do not intend to sabotage foreign pictures but merely to regulate our markets," de Larrea explained. "There is a field for foreign films. Therefore we are continuing to allow their importation in accord with the necessities of our industry. There have been recent months when Mexican films only had 24 per cent playing time against 64 per cent by American pictures and 12 per cent by other imports."

CBC TV Workers Choose IATSE

TORONTO, July 29.—The IATSE will be certified as the exclusive representative of the television production workers of the Canadian Broadcasting Co. as a result of an election held here. Of 180 votes cast in the election, the IATSE received 137, some 76 per cent, and the National Association of Broadcast Engineers and Technicians, CIO, received 43 votes, or 24 per cent.

The election affects approximately 200 employees in CBC stations here and in Montreal and Ottawa. The IATSE will now be entitled to bargain on a nationwide basis for script assistants, casting clerks, floor managers, film cameramen, film editors and cutters, film librarians, designers, coordinators, title artists, carpenters, painters, stagehands, property men, costumers, makeup artists and others.

The two unions have been contesting for jurisdiction in the television field both in the United States and Canada.

UA Gets 2nd

(*Continued from page* 1)

in addition, "We Believe in Love."

M-G-M currently is shooting "Rose Marie" and "Knights of the Round Table" in CinemaScope and has scheduled "Brigadoon," "Beau Brummell" and "Empress of the Dusk" in the process. Walt Disney will make three features and several short subjects, while Bert E. Friedlob has announced "The Untamed" in CinemaScope. Columbia has scheduled a slate of seven productions for the treatment, consisting of "Pal Joey," "My Sister Eileen," "River of the Sun," "The Long Gray Line," "Reminiscences of a Cowboy," "The Liszt Story" and "The Black Knight."

US-UK Dignitaries Laud CinemaScope

LONDON, July 29.—Tributes to CinemaScope came from distinguished persons following a demonstration in 20th Century-Fox's private theatre here to a party led by U. S. Ambassador Winthrop Aldrich.

Among the party were the Duke of Kent and his sister, Princess Alexandra; Adlai Stevenson and his son, John; Christopher Soames, M.P., (Sir Winston Churchill's son-in-law), and his wife.

Said Soames: "I recently made a speech in the House of Commons about sponsored television and I wondered what the cinema was going to do in reply to commercial TV. Now that I've seen CinemaScope I don't think you need have any fears. This is something TV will never be able to do.

"I know nothing about the system except what the Ambassador said at dinner tonight and I was dreading one of those trick pictures which throw a lion in your lap. The contrast to what I expected was really dramatic and startling. The potentialities are enormous."

Said Ambassador Aldrich: "I knew CinemaScope was something Mr. Skouras had a lot of faith in. He is entirely justified in my opinion."

"It's the most thrilling thing I've ever seen," said film-fan Princess Alexandra.

FCC Proposes 3-Yr. TV Station Permit

WASHINGTON, July 29. — Television station licenses would be granted for a three-year period under a proposal made by the Federal Communications Commission. At present television stations are licensed for a year at a time, with the license coming up for renewal annually.

The FCC has asked that comments on the proposal be filed with the Commission by Sept. 1.

Equipment Sales

(*Continued from page* 1)

a decided increase in the second quarter, the results of operations for that period were not influenced to a great extent by the sale of equipment manufactured by the company for use in 3-dimension and wide-screen pictures. It is expected that this equipment will be shipped in increasing volume for some time to come, he added.

Reflecting an 83 per cent gain over the corresponding period of last year, GPE's consolidated net sales for the quarter ended June 30, 1953, totaled $20,985,580, compared with $11,436,566 for the three months ended June 30, 1952. Consolidated net income for the second quarter of 1953 amounted to $804,157 equal, after preferred dividends, to $1.21 per share on 649,087 outstanding shares of common stock. These earnings were 147 per cent higher than consolidated net income of $325,452 reported for the second quarter of 1952, equal to 48 cents per share, after preferred dividends, on 646,087 outstanding common shares.

For the six months ended June 30, 1953, consolidated net sales of the company were more than double the figure for the first half of 1952, aggregating $41,102,567, against $19,216,574. Net income for the 1953 first half totaled $1,469,067.

Directors of General Precision have declared a dividend of 25 cents per share on the common stock, payable Sept. 15 to stockholders of record on Aug. 25.

Lettered Tickets

(*Continued from page* 1)

be numbered serially so that agents of the Internal Revenue Service may check the number sold and the admissions tax due.

Claiming that the lettered tickets failed to comply with the law, the Internal Revenue Commissioner ordered them discontinued and destroyed. The theatre company sought to compel the acceptance of the lettered tickets by taking the issue to court.

The District Court upheld the commissioner and ruled that such tickets "would tend to hinder, delay and hamper government agents."

'Free and Easy' for Release Through UA

United Artists will release Edward Small's "Free and Easy," it was disclosed by Arthur B. Krim, U. A. president. The Clarence Greene-Russell Rouse production, which will star Beverly Michaels, marks the fourth film for the writer-producer team. The others were "D.O.A.," "The Well" and "The Thief."

In the THEATRE Equipment World . . .

. . *with RAY GALLO*

TO MEET the demands for increased screen illumination required by 3-D and wide-screen, as well as standard drive-in projection, the flexibility of the Strong Electric Corp's "Mighty 90" projection arc lamp has been exploited to utilize two new carbon trims. With proper combinations of negative heads, positive drive motors, carbon contacts and carbon drive roller sets, the 11mm. regular uncoated carbon can be burned to 120 amperes and the new 10mm. "Hitex" carbon or equivalent can be burned to 135 amperes. Approximately 25 per cent more illumination can be obtained at 135 amperes with the 10mm. "Hitex" than with the 10mm. regular at 105 amperes. A technical bulletin with information regarding the illumination, arc power requirements and parts required to use the new carbons can be secured by writing the company at No. 1 City Park Ave., Toledo 2, Ohio.

•

J. R. Johnstone has been appointed manager of the Carbon Product Sales Department of the National Carbon Co. D. B. Joy, who has occupied that position for many years, has been named to an executive post in another department. Johnstone has been with National Carbon since 1937 and was engaged in various sales and administrative functions before being given his present assignment. High among his interests in the new position will be lighting carbons for the motion picture industry because of the increased light demands of 3-D and wide-screen systems.

J. R. Johnstone

•

Vinyl asbestos tile in 17 patterns has been added to its "Gold Seal" line by Congoleum-Nairn, Kearny, N. J. Trade-named "Vinyl Best," the tile is recommended by the company for installation over concrete floors regardless of grade. It is manufactured in 9-by-9-inch squares, packaged 54 square feet to the carton.

•

Arrangements have been completed to consolidate all segments of the popcorn industry, including theatre operators, into a single, overall trade group to be known as the International Popcorn Association. Plans now are to launch the group at the 1953 Popcorn Industries' Convention and Exhibition scheduled for Oct. 11-14 at the Conrad Hilton hotel in Chicago.

Asides & Interludes

—by James Cunningham

ON the spot where the Illinois Central Cannonball Express cracked up on April 29, 1900, at Vaughan, Mississippi, a marker was dedicated, the other day, to Casey Jones, the guy at the throttle of the Cannonball—a hero of American folklore, and of Hollywood filmlore.

Many Hollywood producers have since sent Cannonballs running an hour-and-a-half late, out of Memphis, or wherever, with so awfully tired Caseys at the throttle, and they have made them make up time—just in time to ram into a long freight, like Casey.

Seconds before Casey and his Cannonball hit the freight, he shouted to his fireman, "Jump, Sim, Jump."

At the dedication, the other day, at Vaughan, was "Jump Sim"—Sim T. Webb.

Jones received the nickname of Casey when he first asked for a job and his boss asked him where he was from. He replied, "Cayce, Illinois," and was told, "Okay, sit down, Casey."

Just thought you'd like to know.

☆ ☆ ☆

Dave Jones, publicity manager of Kerasotes Theatres, ordered a trailer for the circuit's drive-in theatre at Havana, Illinois, welcoming patrons to the new showplace. Part of Dave's copy told about the many services offered, and listed a "Free Baby Warmer". The copy, of course, should have read, "Free Baby Bottle Warmer".

Irving Mack's Filmack Trailer Co., in Chicago, in a rush to produce the trailer, slipped and used Dave's copy verbatim. The manager of the drive-in did not screen the trailer before he used it and ran it as delivered: "Available to Patrons: Free Baby Warmer".

And at a drive-in, yet.

☆ ☆ ☆

Venezuelians are getting very prudish. Inspector of Theatres Oscar Crocker at Caracas has banned lurid titles from theatrical advertising, such as "The Woman Who Surrendered Her Body" and "The Story of a Rape." . . . A great reflection has been cast upon our hairy-chested Tarzans, those Johnny Weissmullers who dig deep into the jungles to save monkey and maiden. Eight women in Palm Springs, California, have caused the City Fathers to draft a new ordinance to illegalize the appearance of men without shirts. They complained that the sight of bare-chested men in a restaurant so upset them they couldn't eat their soup.

Did they have to have soup?

☆ ☆ ☆

There are words in the following New York "Herald-Tribune" dispatch dated July 24 which pay high tribute to the many who worked so arduously to convince Congress that the admission tax should be eliminated.

> **WASHINGTON. The Senate today passed by voice vote a bill to repeal the 20 per cent tax on admissions to movie theatres, thus completing one of the fastest tax actions by Congress in the memory of Congressional observers. The bill sailed through both House and Senate virtually without opposition.**

☆ ☆ ☆

All of you busy exhibitors who have been worrying about a supply of 3-D glasses, and about the expense incurred therein, need not worry any more. We have found a solution. Or, "Popular Science Monthly" has found a solution, and we have found "Popular Science Monthly's" solution.

Three-dimension pictures will be used in the August issue of "Popular Science Monthly" to promote safety in the home. They will show the right and wrong way to use power saws. Thus, the editors believe, they will help new owners of power tools learn to use them without losing their fingers. A thoughtful bunch, those editors of "Popular Science Monthly."

Anyway, the publishers of the magazine formally announce to the press of the world, that, "To see the third dimension in these pictures, readers will first have to make their own glasses. This will take only a few minutes. Suitable lenses can be made out of the wrappers on lollipops, or by dyeing bits of photographic film with food coloring, or by letting some gelatin from the kitchen pantry dry on an enameled jar lid. Readers who choose the latter method will be able to eat their glasses for dessert after looking at the pictures."

What an opportunity for Mort Blumenstock to tie-up Jell-O on a promotion to sell Jack Warner's 3-D pictures in nine delicious flavors.

☆ ☆ ☆

Perry Como, the singah, in Chicago to cut some discs, decided to drop in to see his old pal, Nate Platt of the Balaban and Katz stage production department. He gave his name to the B. & K. receptionist-telephone operator and told her he wanted to see Mr. Platt. Whereupon the gal buzzed Platt and told him, "There's a Perry Cohen here to see you."

☆ ☆ ☆

Monsieur Maurice Segal, gentleman liaison for the firm of Norton and Condon, Inc., bowed gracefully, the other day, and presented to the News Editor of *Motion Picture Daily* a document announcing the startling revelation that "Tempo Magazine," which Norton and Condon is publicizing, contains an article indicating that "Marilyn Monroe's 20th Century-Fox bosses . . . are toning down her publicity."

"Result," says the pronouncement: "No more Monroe statements about wearing only perfume when she sleeps. . . ."

Mexican Employes Of U.S. Firms Win 15% Increase

MEXICO CITY, July 29.—American distributors in Mexico have achieved labor peace until the midsummer of 1955 by allowing a 15 per cent wage increase to their employes who belong to the National Cinematographic Industry Workers Union (STIC). The union had demanded a 50 per cent hike. Suddenly, it reduced that demand to 10 per cent, plus economic benefits, and threatened a strike on Aug. 1. Talks culminated at a mass meeting in a local theatre at which the straight 15 per cent boost was accepted.

STIC hails the 15 per cent hike as a singular victory. Members to whom that raise applies are now the highest paid unionists in Mexico.

Enrique Zienert, the Americans' attorney, said his clients granted the wage increase so as to spare the Mexican government another film industry problem. He referred to the strike of the technical and manual workers locals of the Picture Production Workers Union (STPC) against 19 Mexican producers that began July 1.

STIC announced that it is now demanding a 15 per cent pay hike from Mexican distributors. It had demanded a 12 per cent raise from them.

Mexican Stars on Per Picture Basis Get 10 Per Cent Hike

MEXICO CITY, July 29.—Members of the Picture Production Workers Union (STPC), won from all producers pay hikes of 10 per cent for stars and first supports, 12 per cent for second supports and 15 per cent for bit players, over their minimum rate, in cases of those engaged on a per production basis. But no other economic benefits were asked or granted. Stars now get $1,260 minimum, first supports, $890, and second supports $635.

Hearings on Trust Suit Damages Off

WASHINGTON, July 29. — A House Judiciary sub-committee has been forced to cancel hearings originally scheduled for today on legislation to give Federal courts discretionary authority to award less than treble damages in private anti-trust suits.

The Motion Picture Association of America had been scheduled to testify in favor of the bill and Allied States Association against the measure. Sub-committee officials said that the full Judiciary Committee met on other matters today and that in view of the Congressional drive to adjourn this weekend, it was decided to let further hearings on the treble damage bill go over until next year.

Disney Drive Planned For 'Living Desert'

A special promotion campaign for Walt Disney's "The Living Desert" and two companion pictures, "Ben and Me" and "Stormy," will be conducted by Albert Margolies & Co., the staff of which will work in co-operation with Leo F. Samuels, Disney worldwide sales supervisor; Irving Ludwig, domestic sales supervisor, and Charles Levy, Disney publicity director.

Expect Four 3-D Films To Gross $15,000,000

CAMBRIDGE, Mass., July 29.—Financial sources have estimated an approximate domestic gross of $15,000,000 for the first four pictures to be released in 3-D: "Bwana Devil," "Man in the Dark," "Fort Ti" and "House of Wax," with the latter, alone, expected to account for half of the total, according to the Polaroid Corp. The worldwide grosses, it is believed, will add another 30 to 40 per cent, bringing the potential for these four pictures to more than $20,000,000, it was said.

G. & P. Amusement Appeals Trust Suit

CLEVELAND, July 29.—The G & P Amusement Co. monopoly suit heard last year in Federal Court and decided by Federal Judge Emrich B. Freed in favor of the defendants—Loew's, 20th-Fox, Universal, Warners, Columbia, Co-operative Theatres of Ohio and Paul Gusdanovic—has been appealed. The plaintiff's attorney, Samuel T. Gaines filed notice of appeal in the District Court of Appeals for the 6th District, in Cincinnati.

Case Is Unusual

The G & P case differs from other monopoly cases in that it involves a co-operative buying-booking agency on its charges of conspiracy to favor the defendant Regent Theatre as opposed to the plaintiff's Moreland Theatre to such a degree that the Moreland allegedly could not secure a steady flow of suitable product and as a result, was forced to close. Defendant attorneys are Jones, Day, Cockley and Reaves, and Ulmer, Berne and Gordon.

IFE's Jacon Leaves For A Field Trip

Bernard Jacon, vice-president in charge of sales and distribution for the I.F.E. Releasing Corp., left New York yesterday for a business trip which will cover the Atlanta, New Orleans, Chicago and Cleveland territories.

The purpose of the trip it to meet with I.F.E. sales representatives and exhibitors and discuss the release of American language product such as "Anna," "The Little World of Don Camillo," "O.K. Nero!", "The Secret Conclave," "Three Girls from Rome," "The Young Caruso" and subtitled pictures including "Bellisima," "Times Gone By" and the French and Italian versions of "The Little World of Don Camillo."

Jacon will be in Atlanta today, in New Orleans on Aug. 5, in Chicago on Aug. 9, and in Cleveland on Aug. 13. He will return to New York on Aug. 18.

Puerto Rican Post For Wm. Schwartz

William Schwartz, who has been in charge of RKO Radio's offices in Japan since 1951, has been appointed manager for Puerto Rico. Schwartz succeeds Melvin Edelstein, who goes to Colombia.

Reviews

"Half A Hero"

(*Metro-Goldwyn-Mayer*)

RED SKELTON plays almost a straight dramatic role in "Half A Hero," but the comedy that he does inject is sly and wistful. Jean Hagen and Skelton make a perfect team in Nat Shulman's light story of a young couple increasing their obligations—first with a baby, then with a house then with furniture and doctors and plumbers and television and automobiles—it's humorous, wry and told with knowledge. Don Weiss's direction makes the most of Shulman's situations, which at times are character sketches and memorable.

Charles Dingle, as Skelton's publisher, is pathetic and funny, in his simple-minded emphasis on "impact" and frugality and thrift. Willard Waterman is perfect as a glib real estate salesman, sympathetic and smooth, with the patter of long practice. And there are Kathleen Freeman, as the "Welcome Wagon" girl, Mary Wickes and Frank Cady, as neighbors, and others.

The story brings to every working man and woman patches out of their own lives, for review and some laughter. Skelton is the earnest writer, suddenly landing a job as rewrite man, and made very happy with a paycheck. His wife immediately quits work, then plans a baby and has the baby, then plans to move the family out of a New York tenement and succeeds in landing in a pretty little suburb, with a house which brings happiness to her, and worry to Skelton.

The bills frighten Red. His wife's insistence on faith and courage annoys him. Her notation that other people also are in debt does not reassure him. When his employer tells him to write an exposé on just such housing developments as he lives in, Skelton is compelled to dig into the lives of his neighbors. He realizes they are also over their heads in debt, but they are brave. When he attempts to sell his house, he suddenly feels pride of ownership. His attitude changes so much that his article becomes commendatory, and he tells his employer that although the people he interviewed are not thrifty, they are the Americans of today, building everything on faith and credit. He expects to be fired, but his own gamble pays off; his employer advances him.

Matthew Rapf produced. There is a "guest appearance" in a night club song rendition by Polly Bergen. Others in the cast are Hugh Corcoran, Dorothy Patrick, King Donovan, Billie Bird and Dabbs Greer.

Running time, 71 minutes. General audience classification. Release dated, Sept. 4.

"Sweethearts on Parade"

(*Republic*)

A SMALL-TOWN (Kokomo, Indiana) musical medicine show, full of colorful entertainment and color by Trucolor, "Sweethearts on Parade" is pleasant material and should satisfy the average moviegoer. The cast appeared to enjoy the work, headed by Ray Middleton, Lucille Norman, Eileen Christy and Bill Shirley.

The respective romances of Miss Norman, a lovely Kokomo music teacher, and her daughter, Miss Christy, are the hub around which merrily spin all the color and interest surrounding an old-time medicine show; the year is 1870.

The show's owner turns out to be Miss Norman's long-lost husband, whom she left years before, when both were on the stage, because she suspected he was being unfaithful to her. In the intervening years, of course, both have learned to rue youthful follies. Paralleling the romantic misadventure is Miss Christy's flirtation with Bill Shirley, the medicine show doctor who doubles as tenor.

Principal comedy relief comes from Clinton Sundberg, as Miss Norman's stuffy Kokomo suitor, and Irving Bacon, the local sheriff whose stuffiness is negated to a certain extent by his obvious appreciation of female beauty. Nice support is given by Estelita, as the medicine show's top star who loves Middleton not wisely but too well, and by Harry Carey Jr., a young singer with the show.

Included in the score are "Romance," "Molly Darling," "Sweet Genevieve," "Young Love" and several other numbers ranging from traditional folk song to an operatic aria. All have appeal.

Allan Dwan directed, nicely, from a screenplay by Houston Branch. The music was adapted and directed by Robert Armbruster. The entire production was photographed to take fine advantage of the naturally color locale and sets.

Others in the cast are Leon Tyler, Marjorie Wood, Mara Corday, Ann McCrea, Tex Terry and Emory Parnell.

Running time, 90 minutes. General audience classification. Release, date, July 15.

Charles Skouras Ill; Confined to Home

HOLLYWOOD, July 29.—Charles P. Skouras, who was flown back from Portland, Oregon, Monday night following recurrence of a cardiac condition, today was excused by Federal Judge Harry C. Westover from making depositions in two anti-trust cases until October 19.

Skouras has been confined to his home by doctors.

MacLeod Is Lantz Ad-Publicity Head

Hollywood, July 29.—Tom MacLeod has been appointed director of advertising, publicity and exploitation for Walter Lantz Productions.

MacLeod for the past 12 years was with Universal-International studio's publicity department. Prior to that he was publicity director for RKO and Warner Brothers theatres in Southern California.

Report Information Fund Restored

WASHINGTON, July 29.—The Senate Appropriations Committee was reported to have restored $20,000,000 of the House cut in funds for the government's overseas information program.

The Truman January budget had programmed $114,500,000 for the program, including the film division. The Eisenhower Administration asked for only $87,900,000, and the House voted only $60,000,000. The Senate Committee was reported as voting tentatively to give the program $80,000,000.

28 Productions in Work on the Coast

HOLLYWOOD, July 29. — The production chart shows a total of 28 pictures in work. Five were started and eight were completed.

Started were: "Pride of the Blue Grass," Allied Artists; "Top Banana" (Road Show Productions) and "Hollywood Stunt Man" (Bernard B. B. Ray), Independent; "Rangers of the North," RKO Radio; "King of the Khyber Rifles," 20th Century-Fox.

Completed were: "Tabloid" and "Slade" (Lindsley Parsons), Allied Artists; "Jesse James vs. the Daltons" (Esskay Pictures); Columbia; "The Man Who Saved the Earth" (W. Lee Wilder); "Crazylegs, All-American" (Hall Bartlett), and "The Bigamist" (Filmakers Releasing), Independent; "Geraldine," Republic; "The Glass Web," Universal-International.

New Media Adds 50 To Altec Staff

Altec Service Corp. within the past two months has added more than 50 engineers to its technical staff throughout the country, an increase made necessary by the growing demand by theatres for installation of stereophonic sound.

The most recent group of sound technicians added to the staff, together with their field-office assignments are: W. K. Glodfelter to the Eastern division; M. Revzin and H. M. Armistead, Northeast; W. N. Shearer, J. C. Rhoton, Jr., C. S. Brown and J. E. Skelly, Jr., South; J. E. Hoeft and E. Goad, Central; R. M. Ingraham, Southwest; L. J. Hagaman, West.

'Kine's' '53 Annual Published in London

LONDON, July 29.—"The Kinematograph Weekly" has published its "1953 Kinematograph Year Book," annual publication of facts and figures on the British industry. Among the general and specific trade statistics contained in the 613-page, thumb-index volume are listings of all films trade-shown in 1952; names of trade organizations, renting companies and studio service companies; a "Who's What in the Industry," and classified trade and general trade directories. Also included are listings of leading circuits and equipment firms.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 22 NEW YORK, U.S.A., FRIDAY, JULY 31, 1953 TEN CENTS

Eisenhower Is 'Sympathetic' Compo Feels

Gives No Indication on Mason Bill Action

WASHINGTON, July 30.—Film industry spokesmen got a "sympathetic and friendly" hearing from President Eisenhower today, but absolutely no indication one way or the other as to what he plans to do with the Mason admissions tax relief bill.

Col. H. A. Cole, co-chairman of the tax committee of the Council of Motion Picture Organizations, said he had the very definite impression that the President had not yet made up his mind on the bill.

"I couldn't say whether we're in or out," Cole said. "We got no indication. The President didn't even indicate when he would act."

Cole was one of a five-man delegation that had a 25-minute session with the President this afternoon. Others meeting with the chief executive were Sen. Frank Carlson (R., Kans.), a member of the Senate Finance Committee and one of the President's closest advisers during last year's campaign; Pat McGee, co-chairman of the

(*Continued on page* 4)

F & M Circuit to Pass Half of Tax Saving to Public

ST. LOUIS, July 30.—Fanchon & Marco, St. Louis Amusement Co. Theatres, will reduce its admission prices by 50 per cent of the amount now represented by the Federal admissions tax if President Eisenhower signs the Mason Bill removing the tax, Edward B. Arthur, general manager of the company, announced here today.

The first large circuit to make pub-

(*Continued on page* 4)

Novel and TV Series Bought by Schaefer

Distribution executive George Schaefer has returned to New York from a 10-day trip to London and Rome where he purchased the screen rights to a best-selling novel in the British capital and closed a deal with singer Patrice Munsel for a television film series to be made in Italy.

In London, Schaefer bought the

(*Continued on page* 4)

SBC Favors Arbitration, U.S. Decree Enforcement

Scores Allied's Veto of Arbitration; Says Film Rentals Not Arbitrable

By J. A. OTTEN

WASHINGTON, July 30.—A voluntary system of arbitration and a stronger enforcement policy by the Justice Department are the two best means of helping independent exhibitors, according to the secret draft of the proposed final report of the Senate Small Business subcommittee which studied industry problems.

The report is being circulated among subcommittee members for final approval. Changes still can be made, but the odds are that the report will be okayed in much the present form.

The draft sharply criticizes Allied States Association and its general counsel, Abram F. Myers, for "summarily rejecting" the 1952 arbitration draft, and specifically declares that the subcommittee feels film rentals should not be arbitrated. It urges all branches of the industry to promptly resume work on a new arbitration system, and that Allied and other exhibitor groups start the ball rolling.

Recent activities of the Anti-Trust division in enforcing the anti-trust laws and consent decrees leave much to be desired, the report states. It expresses the hope that the new Justice Department administration will do a better job.

No legislation is recommended by

(*Continued on page* 5)

Raibourn Scores 'Times' Editorial on Mason Bill

Resentment against the badly informed and unsoundly reasoned editorial in Wednesday's "New York Times" criticizing Congress for passing the Mason admissions tax exemption bill and advancing unfounded arguments against it continued to flare throughout the industry yesterday. An editorial answer to the "Times" was published in MOTION PICTURE DAILY yesterday.

Paul Raibourn

First to protest directly to the "Times" was Paul Raibourn, vice-president of Paramount Pictures Corp. His letter, published by the "Times" on its editorial page yesterday, is reproduced herewith:

To the Editor of "The New York Times":

"'The Times' exhibited an unusual unfairness to industry and to Congress in the editorial of July 29 on the motion-picture tax. I cannot understand the complete disregard of facts and figures which were furnished to every Congressman and which demonstrated that the motion-picture industry is the single example in all industry—including all other elements of the amusement industry—which has a record of severely declining income in the face

(*Continued on page* 4)

Playing With Fire

by MARTIN QUIGLEY

ANYONE who does not know that the motion picture and the industry stand in a particularly sensitive relationship with its public is gravely unaware of the nature of the medium and the industry's public relations history as well.

The motion picture is a medium of uniquely great potentialities of influence upon the thought and behavior of its patrons, particularly the youth who constitute such an important part of the theatre's public.

Arising out of this and other considerations the industry—whether it likes it or not—stands charged by all qualified leaders of public opinion with a grave responsibility for the character of the entertainment presented in the theatres.

As an imperative, and also practicable, means of discharging this responsibility the industry in 1930 adopted and put into effect a Production Code. This Code and its related method of application has been offered to the public as proof of the industry's acceptance of its responsibility for the moral character of its product and as evidence of its intention sensibly to discharge that responsibility.

During the twenty-three years since the adoption of the

(*Continued on page* 3)

May Repeat Para.'s Liquidation Drive

Paramount's first drive to liquidate older product in unplayed situations has just ended and has been so successful that the company may adopt it as a yearly policy, according to Oscar Morgan, who headed the campaign.

Approximately 40 pictures in the 1950-51 and 1951-52 programs were included in the 18-week campaign which was dedicated to the company's division managers. The playoffs were confined to small town situations which did not play the pictures at the time of their original release.

Personal Mention

NICHOLAS M. SCHENCK, CHARLES C. MOSKOWITZ, CHARLES M. REAGAN, HOWARD DIETZ and OSCAR DOOB will return here over the weekend from conferences at the M-G-M studio.

•

EDWARD MOREY, SR., Allied Artists vice-president, has become a grandfather again with the birth of a boy to his daughter, MRS. THOMAS BARRETT SCHILLO, in Baltimore.

•

HELEN FERRUCCI, of the Jack Schaindlin Filmusic Co., will sail Monday from New York for Europe on the S.S. Maasdam.

•

AL FITTER, assistant to HUGH OWEN, Paramount Eastern and Southern division manager, will leave here Sunday for Buffalo.

•

MILTON R. RACKMIL, Universal Pictures president, is scheduled to return to New York from the Coast over the weekend.

•

SYDNEY R. TRAUB, chairman of the Maryland Board of Motion Picture Censors, is spending two weeks at Ocean City, Md.

•

DEON DETITTA, chief projectionist at the 20th Century-Fox home office, will retire today following 37 years with the company.

•

WILLIAM BRANDT of Brandt Theatres will arrive here from Europe Monday aboard the S.S. Queen Elizabeth.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president, will leave Hollywood at the weekend for New York.

•

DONALD G. SCHINE and GEORGE V. LYNCH of the Schine Circuit were in Albany from Gloversville, N. Y.

•

JAMES R. GRAINGER, president of RKO Pictures, is due back in New York Monday from the Coast.

•

LEON BAMBERGER, RKO Radio sales promotion manager, is vacationing at Excelsior, Minn.

•

BILLY WILDER, producer-director, will leave here tomorrow by plane for Hollywood.

Gray to Myerberg as President, Manager

Arthur Gray, for eight years associated with the banking firm of Kuhn, Loeb & Co., has resigned to join Myerberg Productions, Inc., as president and general manager, it has been disclosed by Michael Myerberg, chairman of the board.

Myerberg has invented and developed a system of electronically controlled puppets for motion pictures, television and commercial purposes. A color film of "Hansel and Gretel," utilizing the firm's own 3-D process, is now in production at the company's New York studio.

20th-Fox Invites Bids on 'The Robe' In Chicago with Sept. 23 Release

CHICAGO, July 30.—Competition among Chicago theatres for the first Chicago run of "The Robe," with a release date here of Sept. 23, has started with 20th Century-Fox inviting bids on its first CinemaScope feature production.

Minimum terms asked by the company for the picture are understood to be 70 per cent of the gross receipts with the exhibitor guaranteed 10 per cent of the gross as profit, and the picture to play as long as the company wants it to continue.

"The Robe" was granted an unlimited first-run here by Federal Judge Michael L. Igoe, exempting it from the two-week run limitation imposed by the Jackson Park decree on pictures running in theatres affiliated with the defendants in the Jackson Park case—now reduced in practice to the four Balaban and Katz theatres in the Loop. Exhibitors also would receive five cents for each sale of a program book the company will sell for 50 cents per copy in conjunction with the run of the picture.

Cinerama Ovation At Chi. Premiere

CHICAGO, July 30.—"This Is Cinerama" opened to an enthusiastic crowd of first nighters at the special benefit premiere at Eitel's Palace Theatre here last night, and enriched the treasury of the Peacock Camp for Crippled Children by $15,000. The critics of the four daily newspapers are lavish in their praise of the new technique.

The first exhibition open to the general public started tonight. There will be 16 performances a week, with all seats reserved as in other cities where Cinerama is showing.

The Midwest premiere recorded an advance sale of $81,400 even before the rave reviews hit the news stands, with tickets being sold as far ahead as January.

White House Names Johnston, Donovan

WASHINGTON, July 30.—President Eisenhower has nominated Eric A. Johnston, president of the Motion Picture Association of America, for reappointment as chairman of the International Development Advisory Board.

Another Presidential nomination sent to the Senate was that of Maj. Gen. William J. Donovan to be Ambassador to Thailand. General Donovan and his New York law firm have represented RKO Pictures Corp. in legal matters for the past 20 years.

$487,000 Three-Week Gross for 'Wagon'

M-G-M's "The Band Wagon" started its fourth week at Radio City Music Hall yesterday after running up a gross of $487,000 in its first three weeks. The pace set on the opening day of the fourth week indicates a gross of around $155,000. The picture will be held over a fifth week.

Waldman, IUFC Sign

George Waldman has been named by Nat Liebeskind, general manager of International United Film Corp., as distributor for the company's product in the New York Metropolitan district.

Services Tomorrow For Edward Buddy

Funeral services will be held at 4:30 P.M. tomorrow in Grace Episcopal Church, Vineyard Haven, Mass., for Edward Carr Buddy, 46, general manager of the television news films division of Columbia Broadcasting System, who died Tuesday following a heart attack in Norwalk, Conn.

Long Experience in Film Industry

Buddy had occupied his CBS post for just six months, having gone to the network from Cinema Canada Pictures, Ltd., of Toronto, of which he was managing director. Previously, he had been foreign news editor of Warner-Pathe Films, European manager of Paramount News, and was well known as a reporter of the world's news in words and pictures. During World War II he was head of the European newsreel pool, a distributing agency of war film to major newsreel companies.

Buddy is survived by his widow, Mrs. Juliet Adams Buddy; three daughters, two sons and a brother.

Author Monsarrat To Promote 'Sea'

Nicholas Monsarrat, author of "The Cruel Sea," upon which the new J. Arthur Rank Organization production is based, will come to New York from Canada on Aug. 6 to participate in the advance promotion of the film, which will have its American premiere at the Fine Arts Theatre on Monday evening, Aug. 10. Universal-International is distributing.

Monsarrat will make television and radio appearances and meet magazine, newspaper and syndicate writers as well as be honor guest at the premiere which is to be hosted by Sir Henry Hobson, British Consul General in New York, and Lady Hobson. Monsarrat is attached to the British Information Services in Ottawa.

Delay 'Canyon' Showing

RKO Radio's "Devil's Canyon," 3-D film produced by Edmund Grainger, will be screened nationally for exhibitors and the press on Aug. 11. The picture was originally scheduled to be shown on Aug. 4. It will be screened in New York at the RKO 86th Street Theatre.

Streibert Appointed Chief of the IIA By Eisenhower

WASHINGTON, July 30.—President Eisenhower today named Theodore C. Streibert, former board chairman of the Mutual Broadcasting System, to head the government's overseas information program.

Streibert will be administrator of the International Information Administration, a post just resigned by Dr. Robert L. Johnson. He was recalled to the job from service in Germany as a consultant on public affairs in the office of the High Commissioner. Before that he was chairman of the Mutual board and president of WOR in New York City.

Meanwhile, the Senate passed a bill appropriating $80,000,000 for the information program in the current year, ending next June 30. The bill now goes to conference with a House-approved version which appropriated only $60,000,000 for the program. President Truman had asked $114,500,000 and President Eisenhower had asked $87,900,000.

Set CinemaScope Deal for Mexico

Spyros P. Skouras, president of 20th Century-Fox, and General Abelardo L. Rodriguez, Mexican exhibitor and film producer, yesterday concluded an agreement for the installation of CinemaScope in more than 100 theatres in Mexico and the production of several features in the anamorphic lens process.

Plans call for 34 houses to be ready this year, with the remainder slated for early 1954 conversion as more equipment becomes available. The contract also calls for the exhibition of 20th-Fox's forthcoming CinemaScope-Technicolor productions.

Campbell's Son Killed

HARTFORD, July 30.—Raymond Campbell, son of Hugh J. Campbell, manager of the Central Theatre in West Hartford, was killed in action in Korea just two days before the signing of the truce.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT . NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR . An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

3 DIMENSION
"THE CHARGE AT FEATHER RIVER"
WARNERCOLOR
WARNERPHONIC SOUND
in person
LES PAUL & MARY FORD
ALAN DEAN
HERBERT and SAXON
BOBBY BRANDT
RUSS CASE AND HIS ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Merit Awards to 58 Of Paramount's Branch Employes

Fifty-eight employes of Paramount branches in the U. S. will receive "Schwalberg Merit Awards" for their efforts in making Paramount's 1952 "Greater Confidence Parade" the company's most successful sales drive, it was revealed here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Started Three Years Ago

Inaugurated three years ago by Schwalberg, the awards are made annually to branch personnel who do not participate in drive prizes, but, notwithstanding, display individual effort over and above their normal duties during the drive period.

The branch employes, who will share in a $5,000 Schwalberg Merit Awards fund, include bookers, cashiers, secretaries, stenographers, clerks, salesmen, managerial personnel and others.

The employes who have been named are:

Lillian M. Ahern, Cincinnati; Edna A. Ahlers, Denver; John H. Andrews, Omaha; Edward C. Bradley, Boston; Tom W. Bridge, Dallas; Charles A. Caligiuri, Des Moines; Ray J. Carter, Memphis; Tillie M. Chalk, Denver; Helen Choma, Cleveland; Wendell F. Clement, Boston; Herbert D. Cohen, Central division; Lester Coleman, Western division; Edmund C. DeBerry, Buffalo; Al Fitter, East-South division; E. G. Fitzgibbon, Chicago.

Also, Marion C. Francioni, New Orleans; John R. Gaiser, Jr., Buffalo; Ralph T. Garman, Philadelphia; Newell S. Garrett, Memphis; Henry Germaine, New Haven; Sarah Goldberg, Chicago; David D. Gonda, Detroit; Donald R. Hicks, Des Moines; Thomas L. Henrich, South-Central division; Walter Hoffman, Seattle; Eugene L. Jones, Salt Lake City; Mathew P. Judge, Philadelphia; John E. Kane, Philadelphia; Hilda L. Ketterer, St. Louis.

Also, Carl E. Lind, Salt Lake City; Thomas W. Luce, Jr., Dallas; Bonita K. Lynch, Minneapolis; Margaret McKinnon, New Haven; Anthony J. Mercurio, Buffalo; W. Sebe Miller, Dallas, John G. Moore, Boston; Howard A. Nicholson, Memphis; Mary V. Osborne, Dallas; Jack E. Perley, New York; Linford B. Pitts, Omaha; Max H. Price, Charlotte; Dorothy J. Robinson, Indianapolis; Conrad F. Rose, Salt Lake City; S. Ben Rucker, Oklahoma City.

Also, Frank V. Rule, Dallas; Myron E. Sattler, New York; John J. Serfustino, Buffalo; Ulrik F. Smith, Philadelphia; J. Harry Swonson, Salt Lake City; Alfred R. Taylor, Los Angeles; Lawrence D. Terrell, Atlanta; Louise M. Vinson, Cincinnati; John Vos, Denver; Robert E. Weber, Mid-East division; Irving Werthamer, Milwaukee; Mike Weiss, Philadelphia; Ida H. Wolf, Pittsburgh; B. Mae Woltz, Los Angeles.

Disney Productions Sued by Inventor

HOLLYWOOD, July 30.—A Federal court suit asking 10 million dollars in damages from Walt Disney Productions, Inc., Walter Disney and Roy Disney, on grounds of infringement of patent, was filed today by Vincent J. Whitman, inventor, who cited six Disney feature pictures and their reissues as specific instances.

The complaint states that Whitman was granted a patent on March 30, 1937, on a system of creating a three-dimensional effect on the screen and that the patent has been infringed by Disney repeatedly despite warnings by Whitman.

The suit asks an injunction to restrain infringement, 10 million dollars in damages, plus treble amount of profits determined after an accounting, plus court costs.

A similar suit by the same plaintiff in the same court several years ago was dismissed without prejudice.

Playing With Fire

(*Continued from page 1*)

Code the spread of politically constituted censorship has been stopped. During this period the motion picture and the industry have risen in public esteem. Parents, clergy and educators, observing that production has been carried on in an atmosphere of responsibility under the Code, have developed an attitude of respect for motion pictures. This good repute has become a great asset of the industry. It should not be heedlessly jeopardized.

Recently a judgment of the administrators of the Production Code was challenged and defied by an independent producer who has his own ideas as to what constitutes acceptable entertainment in a mass medium and may be more concerned about these and other considerations than he is about the reputation of the industry and the public goodwill which it enjoys.

Whether or not the judgment exercised by the administrators of the Production Code in this instance was sound and proper is beside the point. These administrators are the persons who have been authorized by the organized industry to render such a judgment. They are not strangers to the industry or to the work in which they have been authorized to deal. They constitute, moreover, the authority which the industry has offered to the public as assurance of the moral custodianship which the public demands that the industry provide.

Any effort in the direction of repudiating this authority is, simply and plainly, a betrayal of the industry's compact with its public. Any such betrayal is not likely to come off with impunity.

IT is true that when the producer in the present instance appealed from the judgment of the Code administrators the appeal was denied. But most unfortunately the denial of the appeal has not, in effect, been concurred in by several leading exhibition interests which—strangely enough in the circumstances—stand in the most immediate and sensitive relationship with the public and which are in the most exposed and vulnerable position for adverse public reaction.

The Production Code has been of great and significant aid and protection to these very same theatres. In the past, in face of outraged public reaction, it has been such theatres that have been hit first and hardest. It was the important theatre operator who cried loudest for ways and means of restoring public confidence in his business. He found out then that the public knows that irrespective of what the producer makes it is the exhibitor who decides what the public will see.

Obviously, just exactly what constitutes a fit or an unfit subject for public exhibition in the theatres to persons of all age and social groups becomes at any time or place a question of many controversial aspects. In the prevailing moral climate of these days it is only to be expected that there should be differences of opinion, even though there is unanimity among those who by training and experience seem best qualified to judge.

But all this is beside the essential point, which is that the motion picture industry has made a bargain with its public. It has offered the Production Code as its assurance to the public that it maintains a sentry on watch to guard the public welfare. It should keep the faith for these two very good reasons: The first is because it is the honorable thing to do; the second is because betrayal of public confidence is always dangerous—and sometimes disastrous!

Both France, Italy Seen Dissatisfied With Product Pact

By HENRI KAHN

PARIS, July 26 (By Airmail).—The pact recently effected by the French and Italian film industries for the exchange of product and for co-production, is not riding smoothly.

It appears that on both sides of the Alps there has been dissatisfaction with the co-production arrangement. The French complain that Italy benefits more than France from the pact—that French cinemas play more Italian product than French product shown by the Italians.

The Italians, too, are complaining, saying that co-produced films bring more credit to France than to Italy. They also say that Italian audiences are more enthusiastic about French directors and actors than their Italian counterparts.

They cite as an example "The Little World of Don Camillo," which smashed all records. Although it had a French star and director, it was a co-production, but the Italian public thought of it as almost completely French.

There seems to be no doubt that Franco-Italian co-production will continue, but it will not be on the same basis as before. The Italians are expected to return to Paris at the end of July with a new plan.

A co-production accord also may be signed with Mexico. Already completed is one experimental co-produced film, which is considered highly satisfactory. The French would now like to conclude a regular co-production treaty.

Pascal Retains Title To 5 Shaw Works

Gabriel Pascal has released to the public trustee of the George Bernard Shaw estate all of his rights in all Shaw plays with the exception of the following five, title to which Pascal retains: "Pygmalion," "Doctor's Dilemma," "Man and Superman," "Don Juan in Hell" and "Devil's Disciple." Title to the above plays includes all rights—film, radio, dramatic and television, according to Pascal's New York representatives.

Pascal plans to produce a musical play and a musical motion picture of "Pygmalion," also films based on "Doctor's Dilemma," "Man and Superman," "Don Juan in Hell" and "Devil's Disciple."

Zurich, Switzerland Bars 'Wax' Showing

ZURICH, July 25 (By Airmail).—The censors of this city have forbidden the showing of the 3-D production "House of Wax." No specific reasons were given for the ban, which has drawn much opposition since only persons over 18 years of age are permitted to enter motion picture houses here.

Hope at Palladium

Bob Hope will return to the London Palladium for a two-week stand starting Sept. 14. He will break in his act with a series of one-nighters in the provinces. Hope will make several personal appearances in the U. S. when he returns from the London engagement.

Para. H.O. Workers Reject A $3 Hike

Paramount home office employes, through Local No. H-63, have rejected the company's offer of a $3 a week increase on a two-year contract. The union contended that the proposal was inadequate and will continue negotiations for a substantially larger boost in the pay scale.

Raibourn

(*Continued from page 1*)

of violent inflation of all other incomes, including newspaper, and particularly all costs and expenses, which has taken place since 1946.

"Theatres had admissions slightly over one and one-half billion dollars in 1946 and slightly under the one billion dollar rate in the first half of 1953. The general level of costs and expenses for all industry, based on the cost of living index of the Bureau of Labor Statistics, rose from 140 to 190 in the same period. The motion-picture industry kept its head above water in spite of this, but I do not know how long it can continue.

"Figures Readily Available"

"These figures, readily available, were ignored by the editorial, which ascribed the bill to "crudest political" pressures. I believe you will wish to correct the unfairness of this approach."

PAUL RAIBOURN.

New York, July 29, 1953.

Novel, TV Series

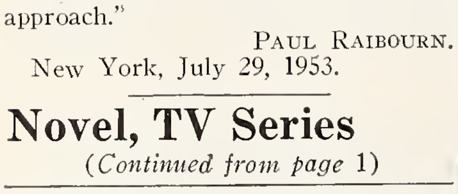
(*Continued from page 1*)

rights to "The Singer, Not the Song," by Audrey Erskine Leslie, which is one of the top sellers in England. The picture will be produced in England as Schaefer's own project, although he expects to name an executive producer. No starting date has been set and no screenplay has been written as yet.

The Patrice Munsel subjects, each to run 27 minutes, will be produced in Italy by Robert Schuler, her husband. Schaefer will import the TV musicals for distribution to U. S. TV stations.

Correction

MOTION PICTURE DAILY yesterday incorrectly reported that Joseph L. Seely had been elected treasurer of Loew's International. Seely was elected assistant treasurer. Henry F. Krecke is treasurer of Loew's International.



STOCK FOOTAGE

From Firecrackers for the Fourth to Eggs for Easter to Turkeys for Thanksgiving . . . it's easy to order any Holiday scene from 15,000 completely cross-indexed subjects. Send for Catalogue B.

NBC FILM LIBRARY

105 E. 106 St., New York

Review

"My Heart Goes Crazy"

(*International-United Artists*)

PRODUCED in England in 1946, this picture is just reaching American shores via United Artists. It has some top Hollywood talent in producer-director Wesley Ruggles and song writers Johnny Burke and Jimmy Van Heusen. Starring are beautiful Greta Gynt and the British vaudeville star, Sid Field, making his film debut. The screenplay by Elliot Paul and Sigfried Herzig is about as lightweight as a story can be and still remain a narrative. Field, a provincial comedian brought to London to do a West End show by Miss Gynt, acts as understudy to the show's star until his (Field's) daughter tricks the star into missing a performance, thereby giving Field his big chance.

Most of the footage is taken up by production numbers within the show, all very costly and colorful, but rather slow to American eyes and ears, with the 1946 vintage particularly evident in the costumes. The Burke-Van Heusen score is pleasant although unexciting, as are the performances which reflect the lack of material provided by the writers. Assisting the stars are Petula Clark, as Field's young daughter, and Kay Kendall, as a pretty show girl who loves him. Besides directing and producing, Ruggles also provided the original story. It is an International Film Corp. porduction.

Others in the cast are Sonnie Hale, Claude Hulbert, Mary Clare, Tessie O'Shea, Jerry Desmonde, Beryl Davis, "Scotty" McHarg, W. G. Fay, Reginald Purdell, Alfie Dean, Charles Paton, Pamela Carroll, Marion Saunders, Lucas Hovinga and Jack Parnell.

Running time, 70 minutes. General audience classification. July release.

F & M to Pass Half of Tax

(*Continued from page 1*)

lic its admission price policy should the 20 per cent Federal admissions tax be eliminated, F. & M. St. Louis Amusement Co.'s action is likely to set a pattern for other circuits whose size and circumstances are comparable, trade observers believe.

In announcing its contemplated price reduction policy, Arthur issued the following statement:

"As is well known by most of the public, the motion picture business has been experiencing an extreme decline in theatre attendance. Many theatres have closed their doors and many more were facing that possibility because their gross receipts were less than their rising expenses. It was in view of this urgent necessity for relief from a tax that took 20 per cent of the gross admissions that the Congress passed so overwhelmingly the bill to repeal the admissions tax.

"The theatre business in this area has been greatly depressed, but the admissions tax repeal will have removed a burden, and will make it possible for the theatre business to continue to operate. Fanchon & Marco, St. Louis Amusement Co. feels that the public's sharing of the saving resulting from the tax repeal will enable its patrons to continue to enjoy the best in motion pictures at admission prices that the great majority of the public can properly afford. In this way, more quickly will the theatre business be assured of a return to a sound economic condition.

"Fanchon & Marco, St. Louis Amusement Co. has long believed in the principle that the success of the motion picture theatre business is assured by furnishing the best in motion picture entertainment at admission prices its patrons can afford to pay. The increase in attendance that will be occasioned by the passing on of half the saving resulting from this tax repeal will, it is believed, offset that part of the tax saving that is passed on.

"The repeal of this burdensome tax and the sharing of the saving between the theatres and the public will, in the long run, benefit the public, the motion picture business and the Government. The public will be benefited by lower admission prices, the motion picture business by greater attendance and the Government through the receipt of more income taxes by reason of increased business. It was with this thought in mind that Fanchon and Marco, St. Louis Amusement Co. determined to share a tax saving that was needed so urgently and given so quickly by a Congress fully aware of the circumstances now facing the motion picture theatre business."

GE Asks FCC Okay Of NTSC Standards

WASHINGTON, July 30.—In a petition filed yesterday, General Electric requested the Federal Communications Commission to adopt the color television standards of the National Television System Committee, stating that it is convinced that the work of the NTSC has resulted in "scientific development of the highest standards within reach of the industry's experts."

General Electric has offered to conduct a demonstration at Electronics Park, Syracuse, or to cooperate with any demonstration arranged in New York. The company also offered to send one or more of its color television sets to the FCC laboratory at Laurel, Md., for a demonstration.

Stephens on Coast Has A New 'Mike'

HOLLYWOOD, July 30. — Tru Sonic Wireless Microphone has been put into volume production by the Stephens Manufacturing Corp. after three years of research and experimentation. The microphone is said to weigh less than four ounces.

Chief uses of the wireless microphone will be in motion pictures, radio, television, nightclubs, vaudeville and similar forms of entertainment.

Have You Thanked Tax Solons Yet?

The Council of Motion Picture Organizations reiterates its urgent request to all members of the industry to send messages of thanks to Congressmen who aided materially in advancing the Mason admissions tax exemption bill to its ultimate passage by Congress.

In addition to sending messages of thanks to Senators and Representatives of each individual's home state, COMPO urges that similar messages be sent to the following: Rep. Noah M. Mason, Rep. Daniel Reed, Rep. Joseph W. Martin, Jr., Rep. Charles A. Halleck, Rep. Leo E. Allen, Sen. Eugene D. Millikin and Sen. William F. Knowland.

Eisenhower

(*Continued from page 1*)

COMPO tax committee; Robert W. Coyne, COMPO executive secretary, and Robert Livingstone, Lincoln, Neb., exhibitor.

Cole said the industry spokesmen talked for about 20 minutes, outlining to the President the plight of the industry, why it needs relief immediately, why prices could not be cut in most cases, and how the industry arrives at the belief that the tax repeal actually means more money for the Treasury.

Then the President spoke for about five minutes, Cole said. Among other things, according to Cole, the President indicated he had been embarrassed by the industry's success in getting its bill through Congress, since the President had announced earlier that all excise revision should wait for next year. Now other industries are angry, the President told the exhibitor leaders.

Support from New Source

The industry got other valuable aid today when Senator Schoeppel (R., Kans.), chairman of a Senate small business subcommittee studying the industry, wrote the President urging approval of the Mason Bill. Schoeppel said his group had just made an extensive investigation, and concluded that while exhibitors have many problems, "the 20 per cent tax is a burden affecting this major industry's ability to survive."

While he was conscious of the need for "balancing the budget," Schoeppel said, "it does not make either good economic or political sense to achieve this objective at the expense of an industry that affords employment to many thousands."

The *Washington Star* editorially attacked the Mason Bill, declaring that "it is difficult to see how the President can accept this bill without contradicting both the Treasury Department's revenue estimates and his own past expression of current tax policy."

Columbus Theatre Sold

COLUMBUS, Ga., July 30.—The Georgia Theatre here has been sold to Martin Theatres, also of Columbus. Purchase price for the Publix-Lucas house is said to have been $582,500.

SBC SUGGESTS ARBITRATION

Would Solve Many Trade Practice Ills

Opposed to Reopening of U.S. Decrees

Highlights of Senate Small Business Subcommittee's Preliminary Report

WASHINGTON, July 30.—Following is a summary of the highlights of the Senate Small Business sub-committee's preliminary report on its hearings of trade practice complaints within the industry. The report has not yet been approved by all committee members.

The sub-committee favors renewal of efforts to establish an all-industry arbitration system.

Allied States and its general counsel, Abram F. Myers, are criticized for rejecting the industry arbitration plan last year.

The sub-committee specifically states that film rentals are not properly arbitrable. Absence from last year's arbitration plan of a provision for the arbitration of film rental disputes was the principal ground on which Allied rejected the plan.

The sub-committee recommends stronger enforcement of the anti-trust laws and industry consent decrees by the Department of Justice. It does not recommend either new legislation or the reopening of industry consent decrees as a means of solving trade practice problems.

Tends to the belief that basic economic ills of the industry today give rise to more dissatisfaction in the industry than to trade practices.

(*Continued from page* 1)

the subcommittee in the draft report. Nor is there any suggestion that the consent decrees be reopened.

Testimony given the hearings clearly indicates that motion picture exhibitors are operating a sick industry, the report states. It points out that while disposable income rose 40 per cent between 1947 and 1952, the portion going to theatres dropped 20 per cent.

"Basic Facts of Life" Cited

The subcommittee has no illusions that any single recommendation will completely change the picture, the report continues. It states that the impact of TV and changing recreational habits are "basic facts of life which must be faced and met by exhibitors. It may unfortunately be true that changes in our living habits threaten the closing of many theatres, no matter what action may be taken. On the other hand, your committee is convinced that a portion of the problem aries in past actions taken by the Federal government and by an unwillingness of government agencies to take necessary and proper steps at this time to afford wholly proper support to the independent exhibitor. This does not call for subsidies or financial aid, but rather for quasi-judicial decisions which are completely in keeping with the free-enterprise traditions of our economy."

Stressing the importance of the independent exhibitor to the industry as a whole, the subcommittee says that the record clearly shows that the independents have a "multiplicity of grievances against the distributors." The question before the committee, the report states, was how best to meet these grievances "in order to stem the tide of failures among independents and to bring better order to the industry."

On the basis of the hearings, the report continues, "Two media suggest themselves as the best means for achieving these objectives. The first is a voluntary system of arbitration within the industry. The second is a more forceful and vigilant policy on the part of the Anti-Trust division of the Justice Department in assuring compliance with the decrees resulting from the extensive litigation against the major companies."

Arbitration is not a panacea, the report states, "but it would provide an inexpensive and expeditious means for settling many of the exhibitor complaints relating to trade practices. Such matters as clearances and runs, pre-releases and competitive bidding would lend themselves to arbitration. The record indicates these constitute the great bulk of exhibitor complaints."

The 1952 arbitration plan "impresses your committee as being a sound starting point for the resumption of negotiations on arbitration," the subcommittee says. "The fact that the best minds of all the major segments of the industry could agree on such a document gives hope of general adoption of such a plan."

Myers Criticized

Then the report swings out at Myers. "Your committee cannot condone the behavior of Abram Myers and his Allied States Association in summarily rejecting the October 21 draft," it states. "The committee must agree with Paramount general counsel Austin C. Keough that Myers' action, after working so closely for several months with the draftsmen, was an 'astounding performance.' Mr. Myers' contention that no plan would be acceptable in the absence of an agreement to arbitrate film rentals, after all parties had agreed in August that this provision was not workable, seems completely arbitrary and displays a lack of good faith on Myers' part in the first instance."

"This committee does not believe that film rentals should be the subject of arbitration. The distributor is entitled to receive the best possible price for his product and the exhibitor should not be entitled to dictate the price he will pay. Exhibitors would never agree to make whole a producer or distributor who lost money on a picture. Conversely, neither should a distributor be required to insure a profit to every exhibitor. The law of supply and demand should govern to the maximum possible extent consistent with the anti-trust laws."

The great majority of exhibitor witnesses "would be happy to see the adoption of an arbitration plan which would encompass matters other than film rentals," the report states. "The action of Mr. Myers and his Association in slamming the door on arbitration constituted a betrayal of the very interests which Allied professes to champion. It is our fervent hope that responsible representatives of Allied and the other exhibitor groups will take the initiative in reopening the negotiations on arbitration."

At another point, the report says that distributors must share with exhibitors the blame for the failure of the arbitration negotiations. It states that the distributors "acted improperly in permitting their representatives to draw up a draft which substantially changed the provisions of a draft formulated earlier by a duly-constituted group."

The hearings' record is filled with complaints against the Anti-Trust division, the report declares. "It is quite clear that the performance of the division has left much to be desired. After winning one of the greatest victories in the history of anti-trust litigation, the Department of Justice has seemingly been resting on its laurels in recent years."

"Woefully Understaffed"

Exhibitors complained that they got little consideration from the division or unfulfilled promises to do something, the report continues. "Spokesmen for the Department of Justice admitted tacitly that they are ill-equipped to discharge their responsibilities under the court decrees," the subcommittee says. "They alluded to the heavy volume of complaints from exhibitors and at the same time admitted they are woefully understaffed."

The subcommittee says anti-trust officials try to handle complaints "by the easiest available means, by correspondence and conferences with the distributors complained against. The difficulty with that approach is that the division is prone to accept whatever concessions the distributors will make but is reluctant to pursue a complaint on its merits. The result is the exhibitor gets only that relief which the distributor is willing to grant and must enter into private litigation if he is not satisfied."

The Anti-Trust division, the report recommends, "must adopt a more objective approach on exhibitor complaints and must be more aggressive in its role of enforcing the decrees and anti-trust laws. This is not to suggest that the division should file an anti-trust action every time an exhibitor complains. Litigation in and of itself is not cure for the ills that plague the motion picture industry. Your committee does feel, however, that the adoption of a more aggressive policy by the Anti-Trust division would restore confidence in that office and would consequently, result in fewer private suits in the motion picture industry."

The film industry's problems are complex and do not lend themselves to easy solution, the report admits. "It is apparent, however, that arbitration and the Anti-Trust division can lead the way out of many of the difficulties besetting the independent exhibitor today," the Senators declare. "The committee has no power to impose an arbitration system on the industry. It can only hope that the spirit of responsibility and urgency which motivated responsible industry representatives to undertake arbitration negotiations in 1952 will again move the same parties to the same steps in 1953.

The report seems to agree that exhibitors had valid criticisms of the pre-release practice, especially in view of the increasing number of pre-release films. But it also notes that Keough suggested that distributors be held to two pre-releases a year and that pre-releasing be included in the industry arbitration plan. "Such statements," the report says, "indicate that distributors do understand that extensive use of the pre-release practice is injurious to exhibitors and that they are willing to consider effective remedies."

Points to Los Angeles

On competitive bidding, the report says that decree violations very easily grow out of the zone system and the frequency of zone changes. It criticizes the Justice Department for not investigating the situation in the Los Angeles area. Testimony given the subcommittee indicates that Paramount has used compulsory competitive bidding there, the Senators say. In view of the past position of the Anti-Trust division opposing compulsory bidding" the report states, "it seems that the division should investigate the system in effect in Los Angeles, which was imposed contrary to the wishes of many affected exhibitors. There is hardly a distinction between compulsory bidding ordered by a court and that imposed by a distributor."

Sharp Increase in Canadian Imports

OTTAWA, July 30.—Film imports into the Canadian market are running ahead in value this year, the Canadian government announces, disclosing such imports totalled $2,729,000 in the first four months compared with $1,991,000 in the same period a year ago.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 21	SAFARI DRUMS Johnny Sheffield D—71 min. (5314) (Rev. 7/2/53)	(June Releases) THE JUGGLER Kirk Douglas D—86 min. (Rev. 5/5/53)		THE STORY OF THREE LOVES (Color) Pier Angeli Kirk Douglas D—122 min. (338) (Rev. 3/5/53)	(June Releases) JAMAICA RUN (Color) Ray Milland Arlene Dahl D—92 min. (5220) (Rev.4/9/53)			(June Releases) THE GIRL NEXT DOOR (Color) Dan Dailey M—92 min. (320) (Rev. 5/18/53)	(Global Prods.) THE NEANDERTHAL MAN Robert Shayne D—78 min.	(June Releases) COLUMN SOUTH (Color) Audie Murphy Joan Evans O—84 min. (320) (Rev. 5/20/53)	SOUTH SEA WOMAN Burt Lancaster Virginia Mayo C—99 min. (222) (Rev. 6/4/53)
June 28	SON OF BELLE STARR (Color) Keith Larsen O—70 min. (5309) (Rev. 7/7/53)	SIREN OF BAGDAD (Color) Paul Henreid D—72 min. (Rev. 5/22/53) THE 49TH MAN John Ireland D—73 min. (Rev. 5/26/53)	EYES OF THE JUNGLE Jon Hall D—79 min. (5229)	(3-D) ARENA (Color) Gig Young OD—72 min. (337) (Rev. 6/24/53) DANGEROUS WHEN WET (Color) Esther Williams MC—95 min. (341) (Rev. 5/13/53)	THE VANQUISHED (Color) John Payne D—84 min. (5221) (Rev. 5/7/53)			POWDER RIVER (Color) Rory Calhoun OD—78 min. (321) (Rev. 5/14/53) PICKUP ON SOUTH STREET Richard Widmark D—80 min. (322) (Rev. 5/18/53)	(Ken Murray) THE MARSHAL'S DAUGHTER Ken Murray OM—71 min. (Rev. 7/7/53)	TAKE ME TO TOWN (Color) Ann Sheridan O—81 min. (321) (Rev. 5/22/53)	
July 5		(Re-Release) THUNDERHOOF Preston Foster O—77 min.		LILI (Color) Leslie Caron Mel Ferrer D—81 min. (342) (Rev. 3/12/53)	SCARED STIFF Dean Martin Jerry Lewis C—108 min. (5222) (Rev 4/14/53)		THE SEA AROUND US (Color) Doc.—61 min. (Rev. 1/16/53)	(July Releases) WHITE WITCH DOCTOR (Color) Susan Hayward Robert Mitchum D—96 min. (Rev. 6/16/53)	(Theron Warth) RETURN TO PARADISE (Color) Gary Cooper D—100 min. (Rev. 7/24/53)	(J. Arthur Rank) A QUEEN IS CROWNED Documentary, Narrated by Sir Laurence Olivier 60 & 86 min. (323) (Rev. 6/9/53)	
July 12	NORTHERN PATROL Kirby Grant O—63 min. (5330) (Rev. 7/22/53)	(July Releases) LET'S DO IT AGAIN (Color) Jane Wyman Ray Milland C—95 min. (Rev. 6/17/53)	GREAT JESSE JAMES RAID (Color) Willard Parker Barbara Payton O (5221)	RIDE, VAQUERO! (Color) Robert Taylor Ava Gardner OD—90 min. (343) (Rev. 6/22/53)	(3-D) SANGAREE (Color) Fernando Lamas Arlene Dahl D—94 min. (5230) (Rev. 5/27/53)	SWEETHEARTS ON PARADE (Color) Ray Middleton D—90 min. (5210)	(Re-Releases) MIGHTY JOE YOUNG Terry Moore CD—94 min. (481) (Rev. 5/31/49) ISLE OF THE DEAD Beris Karloff D—72 min. (482) (Rev. 8/30/45)	THE GLORY BRIGADE Victor Mature D—82 min. (Rev. 5/22/53)	(Jos. Ermolieff) FORT ALGIERS Yvonne De Carlo D—78 min. (Rev. 7/24/53) Otto Preminger) THE MOON IS BLUE William Holden C—99 min. Rev. 6/3/53)	(3-D) IT CAME FROM OUTER SPACE Richard Carlson Barbara Rush D—82 min. (322) (Rev. 5/21/53)	(3-D) THE CHARGE AT FEATHER RIVER (Color) Guy Madison Frank Lovejoy O—96 min. (223) (Rev. 6/30/53)
July 19		THE LAST POSSE Broderick Crawford Barbara Hale O—73 min. (Rev. 6/19/53)					(3-D) SECOND CHANCE (Color) Robert Mitchum Linda Darnell D—82 min. (Rev. 7/10/53)	THE FARMER TAKES A WIFE (Color) Betty Grable M—81 min. (307) (Rev. 4/22/53)	(Wesley Ruggles) MY HEART GOES CRAZY (Color) Sid Field M—70 min.		
July 26	(3-D) THE MAZE Richard Carlson Veronica Hurst D—81 min. (3101) (Rev. 7/8/53)	FLAME OF CALCUTTA (Color) Denise Darcel Patric Knowles D—70 min. (Rev. 6/25/53)		MAIN STREET TO BROADWAY Mary Murphy Tom Merton CD—102 min. (344) (Rev. 7/29/53)	(July Releases) HOUDINI (Color) Tony Curtis Janet Leigh D—106 min. (5223) (Rev. 5/20/53)			THE KID FROM LEFT FIELD Dan Dailey D—80 min. (Rev. 7/17/53) (Re-Releases) ROAD HOUSE Richard Widmark D—95 min. (Rev. 9/22/48)	(Global Prods.) GUN BELT (Color) George Montgomery O—77 min. (Rev. 7/2/53) (Sol Lesser) VICE SQUAD Edw. G. Robinson D—87 min. (Rev. 7/9/53)	(July Releases) FRANCIS COVERS THE BIG TOWN Donald O'Connor C—86 min. (324) (Rev. 6/11/53) ALL I DESIRE Barbara Stanwyck Richard Carlson D—79½ min. (325) (Rev. 6/19/53)	
Aug. 2		PACK TRAIN Gene Autry O—57 min. (Rev. 7/2/53)		THE BAND WAGON (Color) Fred Astaire Cyd Charisse MC—112 min. (345) (Rev. 7/7/53)	STALAG 17 William Holden Don Taylor D—120 min. (5224) (Rev. 5/6/53)	DOWN LAREDO WAY Rex Allen O—54 min. (5232)	(Re-Releases) STAGE DOOR Katherine Hepburn D—92 min. (Rev. 9/9/37) WITHOUT RESERVATIONS Claudette Colbert C—107 min. (Rev. 5/8/46)	KISS OF DEATH Richard Widmark D—98 min. (Rev. 8/14/47)	(S. P. Eagle) MELBA (Color) Patrice Munsel M—113 min. (Rev. 6/24/53)	THE GREAT SIOUX UPRISING (Color) Jeff Chandler Faith Domergue O—80 min. (326) (Rev. 7/2/53)	THE MASTER OF BALLANTRAE (Color) Errol Flynn D—89 min. (225) (Rev. 7/17/53)
Aug. 9	TOPEKA Wild Bill Elliott O—69 min. (5325)	(Aug. Releases) THE 5,000 FINGERS OF DR. T (Color) Peter Lind Hayes Mary Healy C—88 min. (Rev. 6/16/53)		THE AFFAIRS OF DOBIE GILLIS Debbie Reynolds C—73 min. (346) (Rev. 6/3/53)		BANDITS OF THE WEST Alan "Rocky" Lane O—54 min. (5243)	(Disney) THE SWORD AND THE ROSE Richard Todd D—92 min. (491) (Rev. 7/2/53)	(Aug. Releases) (3-D) INFERNO (Color) Rhonda Fleming Wm. Lundigan D—83 min. (Rev. 7/17/53)	(Craftsman Prods.) CAPTAIN SCARLETT (Color) Richard Greene D—75 min.		
Aug. 16	AFFAIR IN MONTE CARLO (Color) Merle Oberon Richard Todd CD—75 min. (5307)	CRUISIN' DOWN THE RIVER (Color) Dick Haymes M—81 min. (Rev. 7/17/53) MISSION OVER KOREA John Hodiak John Derek D—86 min. (Rev. 7/23/53)		BIG LEAGUER Edward G. Robinson Vera Ellen D—71 min. (347) (Rev. 7/17/53)	(Aug. Releases) SHANE (Color) Alan Ladd Jean Arthur OD—117 min. (5225) (Rev. 4/13/53)	CHAMP FOR A DAY Alex Nicol Audrey Totter D—90 min. (5211)	(3-D) DEVIL'S CANYON (Color) Virginia Mayo Dale Robertson OD	GENTLEMEN PREFER BLONDES (Color) Jane Russell Marilyn Monroe MC—91 min. (Rev. 6/26/53)	(3-D) (Victor Saville) I, THE JURY Biff Elliot D—87 min. (Rev. 7/21/53)	(Aug. Releases) THUNDER BAY (Color) James Stewart Joanne Dru D—103 min. (327) (Rev. 5/5/53)	SO THIS IS LOVE (Color) Kathryn Grayson DM—101 min. (226) (Rev. 7/17/53)
Aug. 23	CLIPPED WINGS Leo Gorcey C—65 min. (5320)	VALLEY OF HEAD HUNTERS Johnny Weissmuller D—67 min. (Rev. 7/24/53)		LATIN LOVERS (Color) Lana Turner C—104 min. (348) (Rev. 7/21/53)	ARROWHEAD (Color) Charlton Heston Jack Palance O—105 min. (5227) (Rev. 6/17/53)			DANGEROUS CROSSING Jeanne Crain Michael Rennie D—75 min. (Rev. 7/23/53)	(Renown) THE GAY ADVENTURE Burgess Meredith CD—82 in.	THE MAN FROM THE ALAMO Glenn Ford Julia Adams OD—79 min. (328) (Rev. 7/16/53)	
Aug. 30		(3-D) THE STRANGER WORE A GUN (Color) Randolph Scott O	SINS OF JEZEBEL (Color) Paulette Goddard D (5225)	HALF A HERO Red Skelton C				SAILOR OF THE KING Jeffrey Hunter Michael Rennie D—83 min. (Rev. 7/14/53)	(Howard W. Koch) WAR PAINT (Color) Robert Stack O—89 min. (Rev. 7/7/53)	ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE Bud Abbott Lou Cosello C—77 min. (329) (Rev. 7/24/53)	(Wayne-Fellows) PLUNDER OF THE SUN Glenn Ford D—82 min. (224)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 23 NEW YORK, U. S. A., MONDAY, AUGUST 3, 1953 TEN CENTS

Tradewise...

By SHERWIN KANE

THERE being every reason to believe the final report of the Senate Small Business sub-committee will retain the strong recommendations of the original report for establishment of an industry arbitration system, trade leaders and organizations would do well to begin planning at once for an early resumption of arbitration drafting conferences.

Were Allied States to take the initiative either in suggesting such a conference or in informing the industry that it stands ready to participate in one, the action would come in good grace and would do much to quickly dispel the criticism directed at that organization for its veto of the October, 1952, arbitration draft on the basic ground that it failed to provide for arbitration of film rentals.

•

Much of the groundwork for a new industry arbitration system already has been completed. Much of last year's draft can be salvaged. In the work that remains to be done, the sub-committee's report should be found helpful as a guiding measure, not only in the stand it has taken on Allied's position on film rentals, but also on a number of distribution practices, such as pre-releases, competitive bidding and zoning, and within the orbit of the remarks addressed by the report to the Department of Justice's anti-trust division. Apart from Allied, there is no question about the willingness of any organization essential to a resumption of arbitration conferences to participate, should a new call for such a conference be issued.

It behooves Allied's board to meet promptly and to declare itself on this important and urgent matter.

• •

Another example of some of the irresponsible and completely erroneous comment published on the Mason admissions tax exemption bill was provided late last week by

(*Continued on page 2*)

Reaction to SBC Report Mainly Good

Most industry elements queried in New York at the weekend on details of the still unreleased and, perhaps, incomplete report on industry trade practices and problems by the Senate small business sub-committee, published in MOTION PICTURE DAILY on Friday, reacted favorably to the report, particularly its recommendations for the establishment of an industry arbitration system.

Individuals, both company and organization, however, declined to be quoted for publication on their views, due to the still unofficial nature of the report and the possibility that it still

(*Continued on page 5*)

Cowdin's Plans Rest With IIA Budget

J. Cheever Cowdin, deputy administrator of the motion picture division of the International Information Administration, will await the final determination of the IIA budget before revealing his proposals for an overseas film program. Cowdin said here that he would have to know how much money he would have to work with before finalizing his plans.

The Senate Appropriations Committee has voted to raise the budget to $80,000,000 after the House had approved a $60,000,000 appropriation;

(*Continued on page 5*)

105 More Theatres To Get CinemaScope

The latest list of applications for CinemaScope installations consists of 105 theatres in the United States and Canada, 20th Century-Fox revealed at the weekend. Covered by the orders are small city situations, drive-ins, circuit and independent houses.

SW-Cinerama Deal Petition to U.S. Court Here Today

Attorneys for Stanley Warner and Cinerama will file in U. S. District court here today their petition for amendment of the Warner consent decree making it possible to consummate the deal by which SW will acquire control of Cinerama.

Indications on Friday were that the court would set Aug. 12 for hearing on the petition.

Details of the decree amendment could not be learned on Friday but it was apparent the SW petition will include certain "safeguards" insisted upon by the Department of Justice and which have been the subject of discussion between SW attorneys and the Justice Department for the past several weeks.

With the "safeguards" suggested by the Department incorporated in the SW petition, it follows that no objections to SW's takeover of Cinerama will be made by the Department at the hearing later this month.

Republic Adopts 1.66 to 1 Ratio; Clarifies Policy

Republic Pictures has adopted the 1.66 to 1 aspect ratio so that its new product can be projected on wide-screen with aspect ratios from the conventional 1.33 to 1 size up to wide-screen ratios of 1.85 to 1. This was revealed here at the weekend by the company in a statement designed to clear up any "confusion" that may have developed in determining the aspect ratios in connection with the production or projection of Republic Pictures product.

In stating that Republic's new pictures are being filmed so that they can be projected on either wide-screen or conventional sizes, the company pointed out that "theatres will find that they can choose one set of wide-angle projection lenses which can project aspect ratios of 1.66 to 1 up to 1.85 to 1, and merely change the pro-

(*Continued on page 5*)

Moe Kerman's Firm Now Set Nationally

Favorite Attractions, Inc., has completed its exchange setup for distribution of 12 Bank of America pictures, which it recently acquired, Moe Kerman, president, said. Favorite now has 100 per cent coverage in the United States and Canada. The following exchanges are handling the product:

Fred Sandy, Inc., Washington;

(*Continued on page 5*)

White House Still Weighs Mason Bill

Sen. Carlson Disavows Link to Veto Report

WASHINGTON, Aug. 2.—Film industry spokesmen said they had definite assurance from the White House that as of late Friday the President had not decided whether to veto or approve the Mason admissions tax relief bill.

This was their answer to press and radio reports circulating here quoting an unnamed Republican Senator as predicting that the President had decided not to sign the bill.

It was widely assumed that the unnamed Senator was Sen. Carlson (R., Kans.), who accompanied an industry delegation to the White House Thursday. Carlson said, however, that he was not the Senator being quoted and that he agreed with the industry spokesmen that the President has not yet made up his mind.

Col. H. A. Cole, co-chairman of the tax committee of the Council of Motion Picture Organizations, said that the unnamed Senator was "merely expressing one man's opinion. I wouldn't say he will turn out to be

(*Continued on page 5*)

Goetz Steps Out Of 'U' Studio Post

HOLLYWOOD, Aug. 2.—William Goetz relinquished his post as head of production at Universal-International yesterday but will remain at the studio until the expiration of his contract on Nov. 12 to wind up unfinished production duties, the company stated.

Edward Muhl, named as vice-president in charge of production by Milton R. Rackmil, president of the company,

(*Continued on page 5*)

Name Drive Captains For Zukor Jubilee

Ed DeBerry, Paramount Buffalo branch manager, and Phil Isaacs, Washington manager, have been named drive captains of the "Adolph Zukor Golden Jubilee Salute." Monroe R. Goodman is national co-ordinator of the Paramount sales organization's tribute to the company's board chair-

(*Continued on page 5*)

Personal Mention

HERMAN LEVY, general counsel of Theatre Owners of America, will arrive here today aboard the S.S. Queen Elizabeth.

•

HOWARD DIETZ, M-G-M vice-president and director of publicity, advertising and exploitation, returned to New York from the Coast on Friday.

•

J. CHEEVER COWDIN, head of the Government's overseas film program, is scheduled to return to New York today after a Washington visit.

•

IRVING HELFONT, home office assistant to George A. Hickey, M-G-M Western sales manager, will return from a vacation today.

•

SID MESIBOV, Paramount exploitation manager, left New York at the weekend for a vacation in Pennsylvania.

•

CHARLEY FRANKE, Paramount trade press contact, is vacationing this week in Columbia County, N. Y.

•

BUDDY ADLER, Columbia Pictures producer, will arrive here today from Hollywood.

Further Expansion Of Altec's Staff

Effective immediately, the Altec Service branch supervisory staff and field representative personnel "will be greatly augmented," it was disclosed here at the weekend by E. O. Wilschke, operating manager.

The decision follows recent home office conferences between H. M. Bessey, executive vice-president; L. D. Netter, Jr., general sales manager; P. F. Thomas, treasurer, and Wilschke, with division managers from the field.

The following new Altec managers have already been named: F. W. Hall, New York City; D. M. Cole, Washington, D. C.; J. W. McBurney, Charleston, W. Va., and W. Wicks, Minneapolis. Their appointment brings the managerial staff to 22.

Altec has also appointed 19 new field representatives, as follows: R. D. Fairbanks and D. Waddell, Boston; S. N. Trent; R. Siegel; F. A. Brown and G. W. Evans, New York City; D. S. McLean, Newark; J. L. Pyle, Scranton; J. T. Eves, Washington; L. E. Grewell, Louisville; C. C. Kauffman, Atlanta; W. Y. DeJarnette, New Orleans; J. V. Cole, Cleveland; R. E. Seeley, Detroit; J. B. Pesek, Chicago; L. W. Felder, Dallas; F. T. Spencer, St. Louis; D. L. O'Brien, San Francisco; C. A. Satchell, Los Angeles.

Sept. Date for 'Robe'

Opening of "The Robe" in CinemaScope at the Roxy Theatre here, which had been scheduled for late August, has been set back to mid-September.

Tradewise . . .

(*Continued from page 1*)

Erskine Johnson, syndicated Hollywood columnist.

This gossip retailer (no reporter worthy of the name would reveal himself in print to be so completely uninformed on a subject about which he was writing) holds Robert Coyne, special counsel to the Council of Motion Picture Organizations, responsible for theatre patrons having been asked to write their Congressmen in support of the bill "on promises," Johnson states, "that the price of theatre tickets would be cut. . . ."

The purported newspaperman makes no attempt to identify the "many theatre owners" who he alleges made such "promises" to their patrons. Their identity is simply the trivial item on which the truth, or lack of it, of his story rests.

As the entire motion picture industry knows, no promise to cut prices in the event of tax repeal was made by COMPO or anyone officially connected with it; nor was it at any time in the 12 months during which the tax exemption campaign was under way a COMPO policy to ask theatre patrons to write to their Congressmen to support the move.

•

COMPO's official policy, in fact, was exactly the opposite. It repeatedly advised American exhibitors not to request their patrons or the public to engage in the campaign in any way whatever. If any exhibitor did make such a request or promise (and this pseudo-reporter identifies none who did), such action was taken individually and contrary to the explicit instructions and policy of COMPO.

It could be, of course, that the Hollywood gossip-peddler has his tax campaigns mixed up. The 1950 campaign for admissions tax repeal was waged by COMPO on the basis of public participation and with the general understanding that, if the tax were removed, the saving would be passed on to the public. The outbreak of hostilities in Korea killed that campaign at the last minute. In the years since, theatre closings increased; attendance continued to decline and the financial state of many theatres made it impossible to wage the present campaign on the same basis. There was never any attempt on the part of COMPO to lead anyone to believe otherwise. The whole basis and strength of the present campaign has been that most of the theatres need the tax money to remain in business.

Anyone who says otherwise doesn't know what he's talking about—or writing about.

Griffin Is Touring For 'This Is Love'

Merv Griffin, singer, featured in "So This Is Love," Warner Brothers film portraying the life of Grace Moore, today will begin an 18-city cross-country personal appearance tour on behalf of the picture. Radio and television engagements, newspaper interviews and appearances on stages of theatres which have booked the film are scheduled for each city.

Among those cities to be visited are Washington, Baltimore, Philadelphia, Boston, Buffalo, Toronto, Cleveland, Indianapolis, Cincinnati, Detroit, Chicago, Minneapolis, Kansas City, Denver, San Francisco, Los Angeles and New York.

Johnston Nomination Okayed by Senate

WASHINGTON, Aug. 2.—The Senate has confirmed President Eisenhower's nomination of Eric A. Johnston, president of the Motion Picture Association of America, to be chairman of the International Development Advisory Board.

Skouras Names Two Korea Drive Aides

HOLLYWOOD, Aug. 2.—George Bowser and Roy Cooper have been named by Charles Skouras as regional directors of the "Aid to Korea" drive. Bowser will handle the campaign in Southern California while Cooper will be in charge of the drive in the Northern section of the state.

From his bedside, where he is recuperating from a heart attack, Skouras said, "The people of Korea are in desperate need of our aid. I feel certain that we Americans will not let them down."

Cinema Lodge Host To Danish Tourists

As guests of the Cinema Lodge, B'nai B'rith, 25 Danish school teachers, who are touring the United States to study the American way of life, this week will visit New York's first run theatres. They will also attend a performance of "The King and I."

Among the New York theatres cooperating in the project are the Paramount and Radio City Music Hall.

38 Pictures in Work Two Italo-English In Italian Studios

The July production report of the Italian film industry, as released here by Italian Films Export, lists a total of 38 films in production. Included are seven Italo-French projects, two Italo-English and one Italo-Spanish.

Seven major features are currently in work at Rome's Cinecitta Studios, including "Neapolitan Carousel," first major Italian Technicolor musical featuring Leonide Massine, Rosselle Hightower and Maria Fiore; Anna Magnani and Linda Darnell in "Forbidden Women"; Errol Flynn's "William Tell," co-starring Antonella Lualdi; "Our Times," Alessandro Blasetti's second omnibus feature.

Other films now shooting are Luigi Zampa's "Easy Years" and "Ulysses" with Kirk Douglas and Silvana Mangano at the Ponti-Di Laurentis Studios; Martine Carol and Raf Vallone in the final episode of the tripart "Destinies," and "Bread, Love and Fantasy" at Titanus, and "The Sack of Rome," a historical film at the Experimental Center. The Italo-English production of "Romeo and Juliet," which is being directed by Renato Castellani, is now filming in Verona. Also on location is "Star of India," featuring Cornel Wilde.

Kerr and Reed at Capitol

Deborah Kerr and Donna Reed, starring with Burt Lancaster, Montgomery Clift and Frank Sinatra in "From Here to Eternity" will make personal appearances in the lobby of the Capitol Theatre here on Wednesday, when the picture premieres.

robert
goldfarb
agency
makes its personnel appearance NOW.

the only placement specialists serving the amusement industry exclusively.

filling all company requirements for commercial positions from trainee to management.

1650 broadway, n.y.
plaza 7-8050

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Columbia's Sherman To Internat'l Unit In Executive Post

Columbia Pictures is transferring Irving Sherman, personnel director and office manager, to an executive post with Columbia Pictures International Corp. Herbert L. Smith, director of purchases, will assume Sherman's former posts as additional duties.

As a result of the two changes, additional promotions were made. Jack Kerness has been elevated to assistant manager of the purchasing department. There are now two assistant managers in that department; Fred Izzo was promoted to a similar position when Smith became head of the department in Oct., 1952. Gloria Weinstock has been named assistant manager of the personnel department, a newly created position.

Sherman has been with Columbia for 24 years, serving for a time as assistant manager of exchange operations before taking the personnel job. Smith is also a veteran Columbia employe, having joined the organization in 1935.

Services Are Held For Herman Stern

Services were held yesterday morning at Riverside Memorial Chapel in Brooklyn for Herman Stern, industry veteran, who died on Thursday.

Stern, who was in retirement, was an executive of Universal Pictures' non-theatrical department for many years.

Investment Involved In Hallmark Suit

HOLLYWOOD, Aug. 2. — Hallmark Productions, Inc., together with Kroger Babb, president, and other company officers, are charged with fraud in an action filed in superior court, by Herbert Sommer and Rossele Sommer, his wife, who seek return of a $5,000 investment, plus interest, and $10,000 exemplar and punitive damages, on the ground that defendants had not complied with laws governing such investments at the time it was made.

The plaintiffs say they were given a certificate of interest in a proposed $200,000 budgeted production to be titled "Why Men Leave Home" or "Secrets of Beauty," after investing $5,000 on August 23, 1951. The complaint contends the defendants had not complied with the corporate securities law.

Cleveland Lawyers Form New Firm

CLEVELAND, Aug. 2.—The law firm of Ulmer, Berne, Laronge, Glickman & Curtis has been formed here. Members of the new partnership are J. M. Ulmer, J. M. Berne, C. R. Berne, Jerome N. Curtis, Marvin J. Laronge, Harold J. Glickman, and Richard Katcher. Katcher will also act as tax counsel. Robert L. Lewis, Jordan C. Band, and Jules L. Kaufman will be associated with the new firm.

The new organization was formed of personnel from two Cleveland law firms long prominent in motion picture industry practice: Ulmer, Berne, Gordon & Glickman, and Laronge & Curtis.

Free Admission for Six 'Pop' Bottles

UTICA, N. Y., Aug. 2.—Two hours of Western films, plus cartoons. Admission: six empty pop bottles. That was the program Saturday and for the following three Saturdays at the Stanley Theatre here. There is a shortage of pop bottles and bottling firms are having trouble supplying dealers. So the Central New York Bottlers Association came up with the pop bottle admission plan.

IATSE's Board to Meet on Aug. 24

The regular mid-summer meeting of the IATSE general executive board has been scheduled for Aug. 24 in New York. The board will continue in session until all business submitted has been disposed of.

Cartledge to Georgia

MACON, Ga., Aug. 2. — Jimmy Cartledge, formerly manager of theatres in North Carolina, has been named city manager for Georgia Theatres here. He succeeds Herman Hatton, who has resigned to enter the radio field.

Charles Gulotta Dead

NEW ORLEANS, Aug. 2.—Charles (Alex) Gulotta, owner of Fox Theatre here, died on July 29 at Mercy Hospital after a brief illness.

Three Films Started, Six Are Completed On the Coast

HOLLYWOOD, Aug. 2.—The production chart showed a total of 25 pictures in work. Three new ones were started and six were completed.

Started were: "Americano" (Moulin Productions, United Artists release), Independent; "River of No Return," 20th Century-Fox; "Rear Guard," Warner Brothers.

Completed were: "Free And Easy" (Greene-Rouse), "Top Banana" (Road Show Productions), and "Camel Corps" (Eclipse Productions, United Artists release), Independent; "Crest of the Wave," Metro-Goldwyn-Mayer; "Alaska Seas," Paramount; "The Glenn Miller Story," U-I.

R. S. Disney Dead; Uncle of Walt, Roy

LOS ANGELES, Aug. 2.—Robert Samuel Disney, uncle of Roy and Walt Disney, is dead here at the age of 91. A native of Canada, he came to Los Angeles in 1922. A short time later, Walt and Roy Disney came here and made their home with their uncle, who financed their first venture in the field of animated films.

State Post to Leventhal

BALTIMORE, July 30.—Meyer Leventhal, general manager of the Philip J. Scheck Theatre Enterprises, has been named the State Board of Examiners of Motion Picture Operators.

VISTARAMA

"WE ARE PROUD THAT WARNER BROS., PIONEERS IN MOTION PICTURE PRODUCTION AND DEVELOPMENT FOR OVER THREE DECADES, HAVE CHOSEN VISTARAMA LENSES TO MAKE WARNERSUPERSCOPE A REALITY."—Carl Dudley, Pres.

Vistarama is now available to the industry on a practical basis

Berger Urges Delay In 3-D Purchases By Theatres

MINNEAPOLIS, Aug. 2.—Ben Berger, president of North Central Allied, and Stanley Kane, executive counsel, will recommend that North Dakota exhibitors drop plans for 3-D and wide-screen installation until after the national Allied convention in Boston. The recommendations will be made tomorrow and Tuesday at regional NCA meetings in Fargo and Minot, N. D. Berger believes that a complete clarification of the new techniques will be made at the October convention.

If President Eisenhower signs the Mason Bill, eliminating the 20 per cent Federal admissions tax, Berger will urge all exhibitors to "hold the line" on admissions. Berger said he had been asked by Twin City exhibitors to call a meeting to insure against an admissions price war. He said he had not heard of any exhibitors who planned to cut their prices.

New Orleans Group Elects Officers

NEW ORLEANS, Aug. 2.—Loraine Cass of Paramount has been elected president of the newly-formed Women of the Motion Picture Industry, known as the WOMPIs. Fifty-two women, representing various branches of the industry, are charter members of the local chapter of the society, which originated in Dallas.

Connie Aufdemorte, Hodges Theatre Supply, was elected first vice-president; Ida Klos, Paramount Gulf, second vice-president; Lee Nickolaus, Lippert, secretary, and Agnes Garcia, Paramount Gulf, treasurer. Elected to the board were Augie Wolverton, M-G-M; Mrs. Georgia Bruno, Goodrow Exchange; Gene Barnett, Bri-Mont Buying and Booking, and Rosalie Luten Bacher, RKO Radio.

The installation of officers and the presentation of the charter will be conducted by Billie Stevens of the Dallas club in October. The purpose of the WOMPIs is to promote better public relations among the women in the industry and to undertake charitable projects.

Four Firms Apply for N. Y. Incorporation

ALBANY, N. Y., Aug. 2.—Four companies have registered incorporation certificates here to conduct motion picture and other entertainment businesses in New York State. They are: Production Guides, Inc.; Panda Productions, Inc.; Joseph J. Paras Theatre, Inc., and Red Buttons Enterprises, Inc.

STOCK FOOTAGE

Giraffes and gazelles, cats and coyotes, minks, mice and moose...easy to order.. nominal cost. 15,000 subjects completely cross indexed. Send for Catalogue B.

NBC FILM LIBRARY

105 E. 106 St., New York

Television--Radio

with Pinky Herman

DESPITE claims both serious and in jest pertaining to the ancient axiom "Marriage is an institution but who wants to live in an institution?", oracles of the past and present agree that marriage is here to stay. Thus the Toni Co. has decided to sponsor the Tuesday and Thursday CBS telecasts of "Bride & Groom" starting tomorrow. Gen. Mills tabs the Mon-Wed-Fri weddings—er—shows. . . . When British flicker star Richard Todd arrived in New York last Sunday from London, he ran smack-dab into an ambitious TV-radio build-up by the RKO promotion staff. In the next fortnight he'll make appearances on 11 programs to plug his forthcoming all-live-action Walt Disney Technicolor flicker, "The Sword and the Rose," in which he co-stars with Glynis Johns. . . . Thrush Monica Lewis, in town from Hollywood to guestrill on the "Larry CBStorch Show" Saturday is the sister of Marlo Lewis, that net's executive producer. . . . When a recent female contestant, Mrs. Ruth King, told Groucho Marx on "The Best of Groucho" NBClickee, she hailed from Alabama, Groucho asked "And do you have a banjo on your knee?" "Nope," was her reply, "just water." P. S.—Mrs. Ruth King is the former Ruth Elder, the first girl to attempt a solo flight across the Atlantic in the late twenties.

☆ ☆ ☆

HORATIO ALGER STORY: Eight years ago a machinist at the Du Mont plant in Paterson, N. J., developed several camera techniques which the firm adopted and which were likewise adopted by TV equipment manufacturers everywhere. Jim Caddigan brought the youthful genius to the telecast studios on a loan basis but soon appointed him an ass't. director. His rise was rapid and now his title is chief director for Du Mont TV Network. His name? FRANK BUNETTA. Randy Merriman, suave, handsome and personable emcee of "The Big Payoff," is back with the questions and quips after a two-week vacation in Minneapolis, where his all-round talents won him an enviable local rep which finally caught the attention of producer Walt Framer. . . . Skitch Henderson will succeed Bill Cullen as regular panelist starting tomorrow on the Du Mont quizzer, "Where Was I?", emceed by John Reed King and directed by Harry Coyle. . . . When Bishop Sheen resumes his great series via Du Mont, Tuesday, Oct. 13, he will be heard over 132 stations, largest TV network assembled to date. (This reporter agrees with his sponsor, Admiral, that the Bishop's charm, keen wit, understanding, patriotism and most uncommon common sense, should be made available to everyone everywhere.) . . . Tom Brenneman, jr., son of the late emcee of "Breakfast in Hollywood," will be married on the CBS-TVehicle, "Bride & Groom," Aug. 17. . . . the Hal Roach, jr. series of telefilms, "My Little Margie" starring Gale Storm and Charles Farrell, will be sponsored by Scott Paper Co., NBCommencing Wed., Sept. 2, in the 8:30 P.M. slot.

Frank Bunetta

☆ ☆ ☆

Dean Martin & Jerry Lewis, back from Europe, will play the N. Y. Paramount end of the month, thence back to the Coast. . . . Rudy Vallee will trip the light fantastic when he CBSubs for Kathryn Murray on the "Arthur Murray Show" Sunday. Can't understand howcome this internationally renowned showman, discoverer of some of our greatest performers, is not himself signed for his own TV series. . . ." Marge & Jeff, a situation comedy that has amused Philadelphians for the past two years, will become a daily strip on DuMont next month. . . . Tad Mosel, who, last year was selling air line tickets, has so impressed producer Fred Coe with his writing talents that the latter signed him to a contract to write exclusively for the "Goodyear TV Playhouse." Other exclusive "Playhouse" authors are Horton Foote and Paddy Chayefsky.

☆ ☆ ☆

LOTSA DOTS . . . Howard Todman of Goodson-Todman Productions, off to a well-earned vacation what with the firm clicking with ten successful radio and TV shows. . . . Aside to Milt Blackstone: Songs of Faith and Religion are setting sales records and Eddie Fisher could find himself with a million-copy seller in the simple ballad, "The Bible My Mother Left to Me." . . . Disaboutdata: News NBCoverage (TV and radio) number 634 programs a week totaling 106 hours. (What else is new-s?).

In the THEATRE Equipment World . . .

• • *with RAY GALLO*

MOTOR-GENERATORS in three sizes and also 25-inch magazines for 3-D projection are being marketed by the Cinematic Corp. of Bloomfield, N. J. The motor-generators are designed to supply direct current to two projection arc lamps simultaneously for 3-D projection and also to operate single lamps intermittently without the need for adjustments. Hence they will supply the current required for wide-screen projection. Sizes available are for up to 230, 250 and 300 amperes continuous duty. The Cinematic 25-inch lower magazine is a complete cast aluminum part designed to replace the 18-inch magazine on universal bases. Upper magazines are also available for all projectors.

•

"Brock Dream Boats" is the name of a new line of 10-cent candies now being readied for fall selling by the Brock Candy Co., Chattanooga, Tenn. The new cello-packages consist of four different chocolate-covered candies: peanut butter chips, mints, caramels and coconut.

•

Fred A. Small has been appointed regional sales manager in the Southeast for the Breuer Electric Mfg. Co., Chicago, manufacturers of "Tornado" floor maintenance equipment. The announcement was made by A. Anderson, general sales manager. Previously Small had been engaged in distribution and sales for the company in Detroit.

Butter Corn
Buttered
SO DELICIOUS!
SO TASTY!
POPCORN

The "Butter Spray" (shown above) is a new butter dispenser equipped with a special "triple-jet" nozzle designed for quick action in pouring melted butter over popcorn, developed by the White Mfg. Co., Toledo. It is now available through authorized distributors of Cretors Corp., Nashville, Tenn. Heat control of the unit is automatic with dual thermostats. The "double boiler" principle of moist heat is employed, which is designed to prevent burning or scorching while keeping the butter at the desired temperature. Capacity of the dispenser is four pounds of butter, and it can be adjusted to dispense either ⅛- or ¼-ounce of liquid butter. It has a nickel-chrome finish.

Mason Bill

(*Continued from page 1*)

wrong—he might be wrong and he might be right. But I will say that right now he is premature, just making a guess like any of us can make one, one way or the other."

All indications are that the President's action won't be announced until the last minute—sometime Friday, Aug. 7. He must approve or disapprove the bill by midnight Friday.

Meanwhile the Washington Times-Herald, in an editorial today, strongly urged the President to sign the Mason Bill as an aid to motion picture theatres. "No other industry," said the editorial, "can present a comparable case of hardship . . . five thousand theatres will close within the next year unless this unjust levy is removed."

In stressing the fact that no other industry is "in such dire financial straits," the editorial appealed to the President to "get the show on the road."

The industry is continuing its efforts to sell the White House on the bill. Cole said further conversations were being held "at the White House level," indicating they were with White House staff members. These conversations are being sought both by COMPO officials and Congressmen friendly to the industry, it was indicated.

Eisenhower Courtesy Appreciated

There will be no further effort to contact the President himself, Cole said. "He gave us a good hearing, gave us twice as much time as he had promised," Cole stated. "We can't accomplish any more with another conference."

COMPO officials said they were quite happy over the better press they've been getting in the last few days. They indicated they felt COMPO's cultivation of newspaper and radio reporters was paying off both in stories giving the industry's side of the case and also in much friendly editorial comment.

The New York World-Telegram and Sun of July 31 unqualifiedly urged President Eisenhower to sign the Mason admissions tax relief bill.

"It is nothing less than simple justice that the Government take its foot off the industry's neck and repeal the tax," the editorial said. "It was a wartime levy and as such has long since outlived whatever justification it may once have had."

"We are confident," said the editorial, "Mr. Eisenhower will quickly approve the measure and thus give the motion picture industry well merited relief from a burdensome and unfair tax."

"Eagle" Adds Support

Expressing the hope that President Eisenhower will sign the Mason admissions tax exemption bill, the "Brooklyn Eagle" editorially pointed out that "television has provided stiff competition (to theatres) largely because fine shows are made available at no cost to the vast audience." Motion picture producers who make their entertainment available for a reasonable fee, the editorial continues, "are entitled to full consideration. This bill wiping out the tax should be enacted for the benefit of all concerned."

Review

"No Escape"

(*United Artists*)
(Mackenzie-Freed—United Artists)

SOME years ago, Lew Ayres' career was given a lift by his award-winning portrayal of an alcoholic in "Holiday." In this San Francisco murder mystery, Ayres again plays a booze-ridden man who nobly shines in the crucial moment. In "No Escape," the crucial moment is a long time in coming. It's a modest film in conception, direction, performance and appeal.

Sharing star billing with Ayres are Marjorie Steele and Sonny Tufts, the latter playing a slightly crooked cop and the unknown villain of the piece. The screenplay, by Charles Bennett, who also directed, tries hard to generate suspense in situations which contain few surprises. Miss Steele, a pretty department store executive and Tufts' girl friend, unwittingly believes she murdered a local "wolf" when she hit him over the head with a vase in his apartment late one dark night. Ayres, an itinerant piano player, stumbles into the apartment to repay a debt, leaves his fingerprints on everything, and consequently is sought for the killing.

Unwilling to give herself up and unwilling to see Ayres tried for a murder he did not commit, Miss Steele goes to Ayres and joins forces with him to escape the city. They are unsuccessful in a series of mildly exciting episodes, during which they fall in love. The denouement, freeing both from responsibility, comes after more conversation than action.

Ayres fares best of all the players, going through the drama with a commendable and attractive nonchalance. Miss Steele is extremely pretty, but, like Tufts, seems miscast. Lewis Martin is seen as a detective whose clearheadedness saves the day and implicates Tufts. Charles Cane does well in a colorful bit as a gregarious St. Joseph, Mo., business man and Gertrude Michael is a shady lady with a heart of gold. Others in the cast are Renny McEvoy and James Griffith. San Francisco locales, talked about at some length in the picture, seem to consist mostly of stock shots.

Hugh Mackenzie and Matt Freed produced for United Artists release. Running time, 76 minutes. General audience classification. July release.

Republic Adopts

(*Continued from page 1*)

jection aperture for the different aspect ratios."

It was stated that Republic, in changing to a 1.66 to 1 aspect ratio, has not altered the actual picture frame from the conventional size but has composed its subject matter in production so that artists' heads and important subject matter within the picture frame will not be cut off when screened with the new wide-screen apertures.

Adaptability Stressed

The company asserts that Republic pictures can be projected on any wide-screen with a special wide-angle lens, a change in projection aperture to the proper aspect ratio, and more light for projection. This is true, it is said, of any wide-screen method and information regarding the type of lens, projection apertures and added light needed can be obtained from regular theatre service organizations.

It is further stated that Republic pictures can be projected by any theatre equipped with wide-screen for CinemaScope with the right projection lens and the correct projection aperture aspect ratio. However, Republic product cannot be projected through a CinemaScope projection lens because this lens is a companion lens to the CinemaScope camera lens used in production.

Product Listed

Republic pictures now available for wide-screen exhibition are: "Fair Wind to Java," "City That Never Sleeps," "The Sun Shines Bright," "Woman They Almost Lynched," "San Antone," "A Perilous Journey," "The Lady Wants Mink," "Ride the Man Down," "Thunderbirds," "Old Overland Trail," "Iron Mountain Trail," "Sweethearts on Parade," "Champ for A Day" and "Sea of Lost Ships."

Drive Captains

(*Continued from page 1*)

man. The 14-week drive will run from Aug. 30 through Dec. 5.

Isaacs, who will captain the Mid-Eastern division's drive activities, was appointed by Howard G. Minsky, Mid-Eastern division manager. Appointment of DeBerry to take charge of the drive in the Eastern-Southern division was made by Hugh Owen, Eastern-Southern division manager.

Bob Weber, assistant to Minsky, was named Mid-Eastern division drive co-ordinator. Others who will assist Isaacs as drive exploitation co-ordinators of the Mid-Eastern branches are field representatives Mike Weiss, Ralph Buring and Art Leazenby.

Goetz Leaves

(*Continued from page 1*)

will assume his new duties immediately.

Goetz stated that the arrangement whereby he relinquished his post as production head on Aug. 1 was agreed upon during the recent executive conferences that brought forth the announcement of his departure from the company.

Cowdin's Plans

(*Continued from page 1*)

whether the additional $20,000,000 will be appropriated will depend on conferences between House and Senate committee members.

Cowdin plans to have his headquarters in Washington, temporarily at least, spending one day a week in New York.

Brandt Acquires Bryant

The leasehold of the Bryant Theatre on New York's 42nd Street has been acquired, effective Aug. 15, by Bernard Brandt.

SBC Report

(*Continued from page 1*)

may undergo changes prior to its approval by the full committee.

Most of those willing to comment were agreed that the report, if its present language on the subject of arbitration is retained, will go a long way toward reviving industry arbitration discussions and may even be the means of bringing about agreement on a plan. The sub-committee's report pointed out that many of the industry's problems and exhibitor complaints could be solved by arbitration.

Favorable Response Expected

Spokesmen for most of the organizations which participated in last year's arbitration conferences said the official attitude of their organizations had not changed in the meantime and expressed confidence that there would be a favorable response to any invitation which might be issued now to resume conferences on the drafting of an arbitration plan.

One Allied official said he was uncertain what effect the report, which in its present stage criticizes Allied severely for rejecting last year's arbitration plan, might have on the Allied board's attitude toward resuming arbitration discussions. The further participation of Allied in such discussions, he said, still would be a matter for the directors to decide.

The Allied official added that he thought the report was at least a partial victory for Allied in the attention it paid to inadequate supervision of industry consent decrees by the Department of Justice and unsatisfactory attention by the Department to some exhibitor complaints.

Myers Declines Comment On Published Report

WASHINGTON, Aug. 2.—Abram F. Myers, general counsel of Allied States Association, said he could not comment on the Senate small business sub-committee's criticism of Allied and of himself because "I have not yet seen the report."

Moreover, Myers said, the committee told him that no report has yet been released or approved. MOTION PICTURE DAILY on Friday carried a story giving the contents of a draft of the proposed report being circulated among sub-committee members for approval.

Kerman's Firm

(*Continued from page 1*)

Realart Pictures of St. Louis, Inc.; Federal Film Co., Boston; Fred Sandy, Charlotte; Dixie Enterprises, Kansas City; Hollywood Pictures, Omaha; Favorite Pictures Exchange, New York; Colonial Pictures, Memphis; Kay Film Exchange, Atlanta; Kay Film, New Orleans; Independent Film Distributors, Minneapolis; Imperial Pictures, Cleveland; Safer Film Distributors, Indianapolis; Screen Guild Productions, Pittsburgh; Tunick Releasing Co., Cincinnati.

Also, Tower Pictures, Dallas and Oklahoma; Favorite Films, San Francisco, Los Angeles, Portland and Seattle; Albert Dezel Productions, Detroit; Albert Dezel, Chicago; Screen Guild Productions, Philadelphia; Associated Film Exchange, Salt Lake City; Cardinal Films, Toronto, Canada.

Clifton Webb AS Mr. Scoutmaster

IS ON THE TRAIL TO YOUR BOXOFFICE...

. . . with a $250,000 National TV Campaign pinpointed to saturate your territory and sell your playdate and your theatre—*at no cost to you!*

DATE IT NOW FOR AUGUST! GET BEHIND THIS EXPLOITATION NATURAL!

Tie up with local Boy Scout Troops for special premieres, parades, contests! Ask your Mayor to proclaim "Mr. Scoutmaster Day"! Get Chambers of Commerce, civic organizations to salute America's biggest youth organization and its leaders!

"On my honor! It's Clifton Webb's most hilarious hit! And George 'Foghorn' Winslow will steal your heart!"

THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 24 NEW YORK, U. S. A., TUESDAY, AUGUST 4, 1953 TEN CENTS

Congress' End Is New Stage On Mason Bill

Veto Would Stand; No Action Seen Till Fri.

WASHINGTON, Aug. 3.—With the adjournment of Congress late last night and with President Eisenhower out of town until Wednesday, the Mason Bill to exempt motion picture admissions from the 20 per cent Federal tax was affected in two ways.

The adjournment of Congress will mean that, should the President decide to veto the bill, there will be no chance for Congress to override the veto. It also means that if the President does not sign the bill by midnight Friday, the tax exemption measure will die

(*Continued on page* 6)

See AFM-ABC Talks On TV Series Soon

Negotiations looking toward the clearance of musical rights by the American Federation of Musicians for the projected TV series promoting the motion picture industry are expected to be resumed shortly with the return here yesterday of AFM president James Petrillo from Europe.

The American Broadcasting Co., a division of American Broadcasting-Paramount Theatres, is expected to put forth counter-proposals in its bid to win AFM approval for the series, tentatively titled "Hollywood Parade." If AFM approval is not forthcoming,

(*Continued on page* 6)

New USIA Granted $75,000,000 Fund

WASHINGTON, Aug. 3.—The new U. S. Information Agency has been granted $75,000,000 for its operations during the current fiscal year under under the terms of a compromise approved today by Congress; $70,000,000 is for continued operation of the overseas film program, Voice of America and other activities abroad, while $5,000,000 is for liquidation of certain operations and personnel.

The USIA is the autonomous

(*Continued on page* 6)

U-I Slates 13 Films For Rest of Year; 11 Color; 2, 3-D

Universal-International will release 13 features, 11 of them in color by Technicolor, and two in 3-D during the balance of this year, it was disclosed here yesterday by Charles J. Feldman, general sales manager. All, he said, are suitable for wide screen and many of them have stereophonic sound tracks.

The 13 films will be backed with heavy promotional and advertising campaigns, personal appearance tours and premieres in various parts of the country, Feldman said.

On the list of releases is "Thunder Bay," Technicolor; "Wings of the Hawk," 3-D and Technicolor, and "The Glass Web," in 3-D.

Also: "The Man from the Alamo," Technicolor; "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," "The Stand at Apache River," "The Golden

(*Continued on page* 6)

Chicago First Runs Hit Fast Pace

CHICAGO, Aug. 3.—Several first run houses are doing excellent business here this week, with the Oriental heading for a giant $50,000 for the opening session of "Gentlemen Prefer Blondes." This is the best business at the house since it went to a straight picture policy last year.

Two Balaban and Katz Loop theatres, the Roosevelt with a great $27,000 or better in prospect for the initial stanza of "Pick Up On South Street,"

(*Continued on page* 6)

MYERS QUESTIONS SBC ON REPORT

S-W Delays Filing Bid on Cinerama

A temporary delay developed here yesterday in the filing of the Stanley Warner petition in Federal District Court seeking an amendment to the Warner consent decree allowing the consummation of the Stanley Warner-Cinerama deal.

The delay was attributed to the need for clarification of a number of minor points in the S-W petition, which, it is understood, will include certain "safeguards" insisted upon by the Department of Justice. Another factor which may have postponed yesterday's scheduled filing is that a number of attorneys in the U.S. anti-trust division are vacationing. The petition,

(*Continued on page* 6)

IBC to Decide on Bout This Week

The selection of either home television or theatre TV as the medium for the Sept. 24 heavyweight title bout between Rocky Marciano and Roland La Starza will be made this week, a spokesman for the International Boxing Club stated here yesterday.

The IBC spokesman said a "substantial sum" has been offered by a sponsor for home television rights. He went on to say that the sponsor, pre-

(*Continued on page* 6)

Schoeppel, in Answer, Declares 'Intimidation' Won't 'Affect Contents'

WASHINGTON, Aug. 3.—A telegraphic tongue-lashing by Sen. Andrew F. Schoeppel, chairman of the Senate small business subcommittee, was delivered today to Abram F. Myers, general counsel of Allied States Association.

The Schoeppel telegram was in answer to a wire from Myers last Friday. Both messages were released today by the Senator.

Myers said that trade paper stories of a "proposed report" on the subcommittee's extensive hearings into film industry distribution practices, if true, indicated that the subcommitttee had "accepted in its entirety the testimony of Austin Keough, of Paramount Pictures."

Schoeppel told Myers that "it would be incorrect to assume or charge that the committee is critical of exhibitors or exhibitor organizations or distribu-

(*Continued on page* 6)

Retire Spitz at 'U' Studio as of Aug. 1

The retirement of Leo Spitz as executive head of production at Universal-International studios became effective as of Aug. 1, according to a statement issued here yesterday by Spitz and Milton R. Rackmil, Universal president.

Spitz, who has been ill and inactive for more than a year and is still hospitalized, will retain his office on the

(*Continued on page* 6)

Overseas Tax Law Ended by Congress

WASHINGTON, Aug. 3.—Congress today approved legislation repealing the 1951 tax exemption granted to individuals working overseas when they stay out of this country for 17 out of 18 consecutive months. Film stars and other high-salaried employes have taken particular advantage of the privilege extended by this law.

The final measure contained a Sen-

(*Continued on page* 6)

Altec Reduces Installation Costs of STEREO Sound

By AL STEEN

Based on the experiences gained in installing approximately 100 stereophonic sound systems, Altec Service Corp. has reduced installation costs to theatres, effective yesterday, L. D. Netter, Jr., general sales manager of Altec, announced.

Whereas previous installation costs ranged from $600 to $900, with an average of $750, the new schedule goes from a low of $375 to a maximum charge of $750, with the average cost running about $450.

Netter said there were several reasons why Altec now was able to offer all types of theatres a considerable saving in the installation of stereosound systems.

"We are passing on to all exhibitors who have not yet availed themselves of the use of directional sound the benefit of our experience during our

(*Continued on page* 6)

UNITED ARTISTS' GARY COOPER IN "Return to Paradise" UA's GREAT SOUTH PACIFIC ADVENTURE

ADVERTISED IN THE SEPT. ISSUE OF Redbook • More than 5,750,000 Primary Readers

Technicolor

THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, left New York yesterday for Hollywood.

•

Robert Martin, manager of the Shaker Theatre, Cleveland, has been named a delegate to the Fraternal Order of Police Associates meeting in Dayton.

•

Robert W. Selig, executive assistant to the president of Fox-Intermountain Theatres, has been reelected president of the board of trustees of University of Denver.

•

Joseph W. Shulman, attorney for the Shulman Theatres, Hartford, has returned there with his family from a three-month vacation in Europe.

•

E. M. Saunders, M-G-M assistant sales manager, will return to New York Monday from a vacation in New England.

•

Jimmy Ochs, U. S. Marine Corps, son of **Herbert Ochs**, Cleveland circuit operator, has received orders to leave for service in the Far East.

•

Seymour Schussel, Eastern division manager of IFE Releasing Corp., returned here yesterday from Boston.

•

Arthur Mayer, of Mayer-Burstyn, will leave here by plane today for Europe.

•

Robert Wile, secretary of the Ohio ITO, has left Columbus with his family for Yellowstone Park.

•

Harry Buxbaum, Paramount branch manager in Cleveland, is in New York with his family.

•

Dan S. Terrell, M-G-M publicity manager, left New York yesterday for the West Coast.

•

Emily Torchia, of the M-G-M studio staff, will leave New York Aug. 14 for Europe.

•

Richard Todd, now here from Hollywood, will be in Boston on Friday.

•

Deborah Kerr will arrive here tomorrow from Hollywood.

Studio Workers' Pay Increased in June

HOLLYWOOD, Aug. 3.—Weekly carnings of craft union workers in studios averaged $118.19 in June, up sharply from the $107 averaged in May. The increase is due in part to the average work-week having stretched out in June to 42.4 hours from May's 39.1 hours.

The figures are from the monthly report of the California Department of Industrial Relations. Numerically, according to unofficial report, the employment of studio workers is running at less than what have been considered normal levels of past three years.

'Second Chance' Held Over in Most Spots

RKO's first 3-D film, "Second Chance," in color by Technicolor, is holding over in almost every situation it has played, Charles Boasberg, general sales manager, said here yesterday.

The picture is holding over for a third week at the Criterion, New York; Pantages and Hillstreet, Los Angeles; the Golden Gate, San Francisco; Keith, Washington; Fox, Detroit; the Astor, Atlantic City, in a move-over from the Hollywood; Stanley, Pittsburgh; Randolph, Philadelphia; and the Pantages, Minneapolis, in a move-over from the Orpheum.

Second-week holdovers include theatres in St. Louis, Oklahoma, Salt Lake, Boston, Cincinnati, Denver, Buffalo, Milwaukee, Dallas, Kansas City, New Orleans, Omaha, Baltimore and Cleveland.

Report on Israel at MPEA Meet Today

A report on Israeli negotiations will be presented here today at a meeting of the Motion Picture Export Association.

For the past week representatives of MPEA have conducted talks with members of the Israeli Embassy here in an attempt to iron out the dispute which has caused American film companies to suspend shipment of films to Israel since last January. The dispute revolves around import duties on films which American companies consider unreasonable and the application of a local income tax on film rentals.

NFFC Films to Go Through Brit. Lion

LONDON, Aug. 3.—Films made by the Film Finance Corporation's Group Three will in future be distributed by British Lion instead of by Associated British Film Distributors. First film to come under the new arrangements will be "Everest," made on the recent successful expedition.

British Lion is the distribution organization indebted to N.F.F.C. to the tune of £3 millions. Group Three is sponsored by N.F.F.C. with a view to giving opportunity to novitiate technicians.

Mullin Is Dinner Aide

BOSTON, Aug. 3.—Marty Mullin, president of New England Theatres, is a member of the committee arranging a welcome home banquet for Ted Williams, Boston Red Sox star. Proceeds of the dinner, co-sponsored by the Variety Club of New England and the Red Sox, will be turned over to the Jimmy Fund for Children's Cancer Research.

$100,000 for 'Blondes'

Twentieth Century-Fox's "Gentlemen Prefer Blondes" is expected to hit $100,000 in its third week ending today at the Roxy Theatre, here, according to the management of the theatre. It will continue for a fourth week at the Roxy.

U. K. Union to Ask Higher 3-D Scales

LONDON, Aug. 3.—National Association of Theatrical & Kine Employees has set up a technical committee to look into projection problems involved in new techniques.

The Association's Tom O'Brien will ask for special wage rates for projectionists engaged on the new type films.

Study Electronic Film Distribution

LONDON, Aug. 3.—Shape of things to come is to be seen in a report of a film industry technical committee made to the industry's four associations and dealing with the impact of television on motion-picture matters.

The report has not been published but it is understood to be concerned with the distribution to theatres of programmes not on film but electronically from a chain of micro-wave TV transmitters. It discusses also the practicability in the near future of news transmissions to theatres in place of the present newsreels.

Resulted from Survey

The recommendations are based on a survey which the technicians made in an area in a 40-mile radius of Birmingham. In view of overcrowding in the wave-bands commonly used in this country the committee is understood to favor super-high frequencies above 7,000 megacycles.

The report has been sent to the Government's television advisory committee.

MGM Sales Dept. Honors Freed

The M-G-M sales department has set August as "Get on the Band Wagon" month, in honor of producer Arthur Freed who is celebrating his 25th year with the company. His current production, "The Band Wagon," now is in its fourth week at Radio City Music Hall.

Freed, who currently is producing "Brigadoon," joined the company with Nacio Herb Brown in 1928 when they worked on "The Broadway Melody."

Cuddy in New RKO Post

BOSTON, Aug. 3. — William J. Cuddy, office manager of the RKO Radio exchange in Buffalo, has been transferred to the company's branch in this city, where he will occupy the same post, succeeding John A Downing, who has been promoted to the position of sales manager

James Stewart's Mother

INDIANA, Pa., Aug. 3.—James Stewart's mother, Mrs. Elizabeth Ruth Stewart, died here in Indiana Hospital after suffering a heart attack. The actor and his two sisters, Mrs. Virginia Tiranoff of New York and Mrs. Mary Perry of Erwinna were at the bedside.

British Exhibitors Fear Rental Boost From New Media

LONDON, Aug. 3.—Apprehension grows among exhibitors here that wide-screen and 3-D developments allied with an already evident shortage of product will result in increased rentals. Many of them cite in justification of their fears the cases of "House of Wax" and "Quo Vadis" for which, they allege, increased rates have been asked.

Their Association takes the view that no rental should exceed 50 per cent. At its September meeting C.E.A.'s General Council will be asked to make that a mandatory condition on all Association's members.

One argument advanced is that increased rentals will militate against a reduction in entertainment tax. The Chancellor of the Exchequer, so the reasoning runs, would hesitate to give relief if a considerable proportion thereof went into the American unremittable sterling account. Whatever validity there may be in those arguments, a considerable revolution in booking arrangements is in progress here. Renters are obtaining six day bookings for their better product in theatres which hitherto have never played programs for more than three days.

Flaherty Foundation Chartered in N. Y.

ALBANY, N. Y., Aug. 3.—Robert Flaherty Foundation, Inc., has registered a certificate of incorporation here as a non-profit membership group to "further the circulation and distribution in all media of motion pictures made by Robert Flaherty and other documentary pictures for educational and cultural purposes, in order that greater understanding among the different peoples and cultures of the world may be achieved."

Incorporators are: David Flaherty; Richard Griffith; Frances Flaherty; Mrs. Ellsworth Bunker and Charles A. Siepmann. The principal office is in New York. Fitelson & Mayer, New York, were the attorneys.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT • NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
WARNER BROS. PRESENT
THE MASTER OF BALLANTRAE
COLOR BY TECHNICOLOR
STARRING ERROL FLYNN
in person
ELLA FITZGERALD
GEORGE SHEARING QUINTETTE
The Amazing MR. BALLANTINE
THE FOUR EVANS
BOBBY SHERWOOD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THE BIG PICTURE OF THE YEAR OPENS WEDNESDAY AT THE CAPITOL, N.Y.

COLUMBIA PICTURES presents

FROM HERE TO ETERNITY

starring

BURT LANCASTER · MONTGOMERY CLIFT

DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH · Based upon the novel by JAMES JONES · Produced by BUDDY ADLER · Directed by FRED ZINNEMANN

THE NATION'S No.

'SECOND CHA

No. 1 position this
reports from Vari
in some 24 keys. I
margin, with big
virtually every cit

–VARIE

BOXOFFICE CHAMP!

CE is taking over
und, according to
y correspondents
s champ by a wide
great returns in

HOWARD HUGHES presents

ROBERT MITCHUM · LINDA DARNELL · JACK PALANCE

in

SECOND CHANCE

Color by **TECHNICOLOR** • AN **EDMUND GRAINGER** PRODUCTION

Directed by RUDOLPH MATE · Screenplay by OSCAR MILLARD & SYDNEY BOEHM · Produced by SAM WIESENTHAL · Executive Producer EDMUND GRAINGER

RKO

RKO RADIO PICTURES

Altec

(Continued from page 1)

pioneering efforts in this field," Netter said. "These benefits were gained by us at a considerable initial investment of capital, time and effort. Over the months our engineering field staff has found proper means to curtail the time involved in the delicate and precise procedure of stereosound installations. This has been an important factor in enabling us to make these installation cost reductions at this time."

Netter said that, as in all technical departures, many problems were encountered in the early installations. He pointed out that "bugs" of various nature lengthened the time, research and corrective procedure which marked the early contracts. That was the season, he added, that Altec established the series of stereophonic sound clinics. Netter said that the practical results gained from these "on the job" forums have enabled Altec to shorten the time involved and to overcome the natural technical difficulties encountered.

Explains Pricing Schedule

Netter explained that the new installation pricing schedule was based upon the amount and the size of the stereophonic equipment involved. In other words, the charge to install two separate magnetic reproducers or "penthouse" reproducers, as the case may be in any one theatre, would be more than for one unit in a theatre, and the cost to install six auditorium speakers would be less than to install 16. Each major unit is priced separately in order to have the installation charge correspond with the type and size of stereophonic equipment used. This, Netter said, will benefit the small theatre owners.

Altec currently is making approximately 35 installations a week and this figure is expected to be increased to 50 weekly by September. The installations, Netter said, are not all in large houses. Many are in small theatres in very small towns, he said.

S-W Delays Filing

(Continued from page 1)

however, is expected to be filed sometime this week and indications are that a hearing date of Aug. 12 will be set by the court.

Meanwhile, the deadline for court clearance of the Cinerama deal has been pushed ahead to Aug. 18, it was stated by one of the principals. Originally, the deal called for Department of Justice and court approval by Aug. 1.

13 From U-I

(Continued from page 1)

Blade," "The All American," "East of Sumatra," Technicolor; "Back to God's Country," Technicolor; "The Veils of Bagdad," Technicolor, starring Victor Mature and Mari Blanchard; "Tumbleweed," Technicolor, and "Walking My Baby Back Home," Technicolor.

'Inferno' Opens Aug. 11

"Inferno," 20th Century-Fox's first and only stereoscopic 3-D Technicolor production, will have its New York premiere at the Globe Theatre on Aug. 11, instead of Aug. 14, the previously announced date.

Myers Questions Report

(Continued from page 1)

tor organizations when, in fact, the responsibility lies at the door of one or two intransigent individuals whose personal views may have unwittingly harmed the cause of the very organizations they seek to effectively represent."

The Myers wire pointed to complete cooperation with the subcommittee on the part of himself, Allied, its members and its leaders "in developing the facts relative to the unfair monopolistic trade practices employed by the film companies." He said, "I was confident that a strong case had been made out and that testimony of the exhibitors had not been refuted in any substantial degree.

Myers said that if the subcommittee adopts a report along the lines reported by the trade press "contrary to the interests of the small exhibitors and in favor of the large motion picture companies, the demoralization of the exhibitors will be complete." If such a proposed report has been submitted, he told Schoeppel, "I earnestly hope the committee will carefully reconsider the whole subject before approving it."

Schoeppel explained that a draft of a tentative report prepared for submission to and comment by committee members "has apparently leaked to some representative of the press," but that no final report has been approved or filed as yet.

He told Myers that "I am of the opinion that no criticism of any kind can be made against the thousands of members of the Allied States Association for their efforts to work out more stable economic conditions in the industry." Schoeppel said that he, personally, appreciated their cooperation and their frank testimony.

The Kansas Republican went on to charge, "It is apparent that you, personally, are primarily concerned about alleged quotations from the preliminary draft which discuss in some detail the history of arbitration negotiations and the committee's earnest belief that achievement of a workable arbitration agreement between elements of the industry would be the greatest single step forward in eliminating most, if not all, of the complaints. . ."

Schoeppel said that the committee is concerned at the breakdown of arbitration negotiations "and regards it as unfortunate that the attitude of one or two representatives in those negotiations resulted in a stalemate. The committee believes that it has a duty to lay bare the facts as they were testified to and assess the blame where it belongs."

In a final blast, he told Myers, "The committee's report will be handled in an orderly fashion and no amount of pressure or intimidation from any source will affect its contents."

AFM-ABC Talks

(Continued from page 1)

it is understood that ABC will launch the series this fall in such a manner that AFM clearance may be unnecessary. Meanwhile, the pilot film is expected to be ready for review by the Motion Picture Association of America within the next two or three weeks.

Petrillo, who returned from a summer vacation in Europe, will hold a press conference today.

IBC to Decide

(Continued from page 1)

sumably the Gillette Razor Co., has agreed to a blackout of the New England and New York area. Several parties, the spokesman stated, are vying for theatre TV rights, including Theatre Network Television, Box Office Television and others. The bout will be fought at New York's Polo Grounds.

Zukor Biography

The autobiography of Adolph Zukor, chairman of the board of Paramount Pictures Corp., will be published by G. P. Putnam's Sons on Sept. 28. Written in cooperation with Dale Kramer, the book is titled "The Public Is Never Wrong."

Re-Equipped, Reopening

STEUBENVILLE, O., Aug. 3.—The Paramount Theatre here, recently acquired by Skirball Brothers from the Ted Gamble interests and re-equipped with 3-D and wide-screen, will be reopened Wednesday.

USIA Fund

(Continued from page 1)

agency formed over the weekend by transfer of the State Department International Information Administration to independent status in line with the reorganization plan of President Eisenhower.

The original IIA budget request was for $87,900,000. The House cut this to $60,000,000; the Senate raised it to $80,000,000. The $75,000,000 figure was agreed upon in conference.

Tax Exemption

(Continued from page 1)

ate amendment which still would exempt earnings up to $20,000 a year in order to retain the original objective of inducing people to accept jobs under "Point 4" and similar programs.

The measure has been made retroactive to Jan. 1, 1953.

W. A. Andlauer Dead

KANSAS CITY, Aug. 3.—William A. "Billy" Andlauer, pioneer exhibitor here and for many years associated with Paramount in producing newsreels and sports films, died Saturday following a long illness. He was 72, and is survived by his widow and two daughters.

The funeral was held Monday.

Name D'Arcy DeVry VP

CHICAGO, Aug. 3.—Ellis Wellington D'Arcy, chief engineer of the DeVry Corp., has been named a vice-president of the firm. D'Arcy, who joined DeVry in 1940 as a development engineer, was named chief engineer in 1945.

Mason Bill

(Continued from page 1)

automatically by what is known as a "pocket veto."

Thus, with the adjournment of Congress, the industry's sole best hope remaining is that the President will sign the bill before the deadline.

That action by the President, if it is to come, is unlikely before Wednesday when he is scheduled to return to Washington from the conference of State Governors in Seattle. Indications here today continued to be that Presidential action on the bill, one way or another, will not be taken until shortly before the deadline.

Hearst Albany Times-Union Asks Presidential Approval

Albany, N. Y., Aug. 3.—Calling the 20 per cent admissions tax on motion picture tickets a "bad" one, Hearst's Albany Times-Union editorially expressed the hope that President Eisenhower will sign the Mason bill, "which has been passed by both houses of Congress."

Citing the fact that "more than 5,000" film houses have been forced to close since 1946 and that during the first three months of the present year closings have been at a rate of three a day, the editorial stated that if the "burden" of the 20 per cent levy is retained, "it is estimated 5,437 more theatres, already in the red, will be forced out of business in the next 12 months."

Retire Spitz

(Continued from page 1)

lot until the expiration of his contract on Nov. 12. Spitz joined the company with William Goetz, who as of Aug. 1 also relinquished his post as head of production. Goetz, too, will remain at the studio until the expiration of his contract on Nov. 12 to wind up unfinished production duties.

Taking over as vice-president in charge of production is Edward Muhl.

Spitz and Goetz in 1935 joined the company when it acquired their International Pictures.

Chicago First Runs

(Continued from page 1)

and "The Hitchhiker," and the Chicago, with a hefty $55,000 looming for the second week of "I The Jury," also are doing very well.

"The Moon Is Blue" should top $22,000 for its sixth week. Cinerama, in its initial week at Eitel's Palace, is expected to do over $50,000, close to capacity, on a reserved-seat basis for 14 performances.

Canavan Aide to Loew

BOSTON, Aug. 3.—Ray Canavan, associated with the E. M. Loew circuit for the past 13 years, has been named executive assistant to Loew, president of the company. Canavan succeeds Frank Wolf, who resigned to move to the West Coast.

Hugh Gardner Dies

KANSAS CITY, Aug. 3.—Hugh Gardner, long-time exhibitor at Neosho, Mo., where he recently has had two indoor theatres and a Drive-In, died Saturday at Tulsa, Okla. He is survived by his wife and two daughters.

Push CinemaScope Demonstrations In Europe

Twentieth Century-Fox is expediting its arrangements to demonstrate CinemaScope in principal European cities during the next two months, the company reported here yesterday. The showings are part of the company's international program of introducing the system in advance of release of "The Robe," first CinemaScope production.

The demonstrations will be held in Germany, Italy, Switzerland, Norway, Belgium, The Netherlands, Sweden, Finland, Denmark, Spain and Austria. Theatre equipment manufacturers, who concluded agreements with 20th-Fox president Spyros P. Skouras during his recent trip to Europe, have placed their respective plans on a mass production basis to meet the demand for screens, stereophonic sound and CinemaScope lenses, the company said.

Today's MPAA Tax Hearing Cancelled

WASHINGTON, Aug. 3.—The Motion Picture Association of America has cancelled its scheduled testimony tomorrow before the House Ways and Means Committee tax revision hearings on tax treatment of properties forced to be sold under divestiture terms of the consent decrees.

An MPAA spokesman explained that the hearings on corporate reorganizations and distributions were to be confined to future operations, whereas their problem applies to retroactive activities in many instances.

An association witness will appear, however, at the hearings later in the week on income derived from foreign sources, he stated.

'Jubilee' Successful, Paramount Reports

Reports from the field indicate that the "Paramount Jubilee Shows" which were held last week in 34 key cities got a "highly enthusiastic reception," A. W. Schwalberg, president of Paramount Film Distributing Corp., said here yesterday. The Jubilee consisted of "Roman Holiday," "Little Boy Lost" and "The Caddy," which were seen in regular theatres.

Exhibitors, critics, press representatives and civic groups attended the showings.

'Latin Lovers' Aug. 12

"Latin Lovers," M-G-M's production, will open at Loew's State Theatre here on Aug. 12.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Reviews

"The Caddy"

(Paramount) *Hollywood, Aug. 3*

THE Messrs. Dean Martin and Jerry Lewis have become in their short and shining careers such explicitly fixed factors in the world of show business that the biggest and best news about any one of their pictures is and must be that they are in it. Undoubtedly they are, as a matter of fact, better able to carry a cast full of nobodies in a story about nothing than the various solo stars who have been trying to do that in recent times, but they are asked for no feat so heroic as that on this occasion. Here they have two nameful young ladies immediately opposite them—Donna Reed and Barbara Bates—together with such excellent supporting players as Fred Clark, Joseph Calleia, Clinton Sundberg, Marshall Thompson and Marjorie Gateson, and plus—very decidedly plus, exploitationally speaking—those distinguished linksmen, Ben Hogan, Sammy Snead, Byron Nelson, Jimmy Thompson, Light-horse Harry Cooper and Julius Boros. Anybody need more than this to get real money with?

The title applies directly, of course, to the role played by Lewis in the picture, but at the time the picture opens the two boys are big-time entertainers playing the New York Paramount to just such traffic-blocking pandemonium as a team named Martin & Lewis did a short while back (the actual street-scene footage of that event being used in the picture). The golf phase of the story, which is about 90% of the length, is presented as being told by the boys, after their entertainment success, a tricked-up arrangement that is good for the production in that is updates it without slighting the golf content. A very short outline of the story (by Danny Arnold, scripted by himself and Edmund Hartman, with additional dialogue by Ken England) is that Lewis, a natural golfer who can't stand crowds, builds up Martin, a crack golfer who can, to earn tournament prize money, and is ill-rewarded by Martin, who goes swank on him without notice, with the unexpected result that family connections crashing a tournament create a riot out of which the boys emerge as the tremendous professional entertainers they are. Half a dozen offshoots of this story line provide extra complications.

Production is by Paul Jones, a knowing man in the field of personalized humour, and the direction is by Norman Taurog, equally at home in this material. Six songs are given the kind of delivery nobody else but Martin & Lewis are equal to.

Running time, 95 minutes. General audience classification. Release date, September.

WILLIAM R. WEAVER

"The Actress"

(MGM) *Hollywood, Aug. 3*

THIS one's for genuine entertainment-lovers. It's got the fine-ness of execution, the perfection of performance and the over-all excellence that sets the legitimately meritorious apart from the contrived, the false and the gimmicked. It's got for billing purposes the names of Spencer Tracy, a tower of marquee strength in any man's house-record books, of Jean Simmons, probably the fastest-rising star of her gender, and of Teresa Wright, whose followers number a multitude. These three give impeccable portrayals under George Cukor's always faultless direction, and the production itself is by Lawrence Weingarten, whose credits include such gratifying grossers as "Adam's Rib" and "Pat and Mike."

In view of all these decidedly favorable factors it seems a good deal more likely than not that "The Actress" will fare very well financially in spite of what may be a couple of wide strikes against it. These are (1) the primarily nostalgic nature of its subject (a 17-year-old's determination to become an actress in the circumstances and surroundings of 1910) and (2) an ending which, though doubtless quite satisfactory for stage purposes, is going to look pretty unfinished to anybody who's come in on the picture too late to get caught up in the mood of it. Whether the young people who do most of the ticket-buying these days will take these matters in their stride (nothing to worry about so far as the oldsters with good memories are concerned) is the question the picture poses.

The property is from the Ruth Gordon stage play, "Years Ago," and the script is by Miss Gordon, a finely fashioned piece of work. Miss Simmons is seen as the stage-struck daughter of Tracy, a one-time seaman now at work ashore for a mercantile house for 24 years and worried about losing his job before he can get his daughter started in a career of teaching physical education. Unknown to him, she communicates with Hazel Dawn, star of "The Pink Lady," and is encouraged by the star to such an extent that she is able to bring her father around to sympathy with her ambition. When he loses his job and seeks to retract permission given her to go to the city seeking stage work, her ambition compels her to overwhelm his objections and he winds up by giving in to her. There the story ends.

The nostalgic charm of the production is exceptionally strong, It is hard to see how anybody over 40 could fail to respond warmly to the story, the period, the setting and the presentation. Maybe the appeal is strong enough for the under-40 crowd, too. If it isn't, it won't be because quality isn't there.

Running time, 90 minutes. Adult audience classification. Release date, Sept. 25.

W. R. W.

Request Schwartz Score

The Library of Congress has requested the original manuscript of "Dancing in the Dark," composed by Arthur Schwartz for M-G-M's "The Band Wagon." Schwartz on Thursday will go to Washington to make the presentation.

Howard Roth Dead

CLEVELAND, Aug. 3.—Howard Roth, office manager for the Paramount exchange here, died Friday morning while enroute to the hospital following a heart attack. Funeral was held Sunday. He is survived by his wife.

Pal, Dr. Rose Study Audience Reactions For B. O. Analysis

HOLLYWOOD, Aug. 3. — New light is expected to be shed on audience reaction secrets applicable to box-office analysis as the result of experimental research currently being conducted by producer George Pal in collaboration with Dr. Mason Rose, director of the National Foundation for Psychological Research.

Their research is aimed at using regular features as well as a special projected film in the testing of emotional and psychological responses of individuals, as a potentially "powerful and enlightening instrument in the hands of an expert psychologist."

Pal's new production, "War of the Worlds," has been run off experimentally while Dr. Rose, using sensitive instruments as well as personal interviews, studied the reactions of volunteer subjects.

"The project," Pal asserted, "goes far beyond the scope of the Lazarsfeld-Stanton Program Analyzer developed by Paul F. Lazarsfeld of Columbia University and Frank Stanton of CBS which records viewers' reactions only in terms of 'Like,' 'Dislike,' and 'Indifference.' We hope to get at a far deeper and more significant reaction strata." Pal is currently producing "The Naked Jungle" at Paramount.

Korda, 'Camillo' Win '53 Trophies

The Golden Laurel Trophy will go to Sir Alexander Korda, while the "Little World of Don Camillo" has been selected for a 1953 Silver Laurel Award, it was announced here yesterday. The awards are presented yearly by David O. Selznick in recognition of the motion picture's role in promoting international goodwill and understanding.

This will be the first time a Golden Laurel Trophy will be presented to a producer for distinguishing himself by his work through the years. "The Little World of Don Camillo," the Italo-French co-production distributed in the U.S. by the IFE, will now compete for the Golden Laurel Award to be presented at the Edinburgh Film Festival late this month.

Four Promoted by American Seating

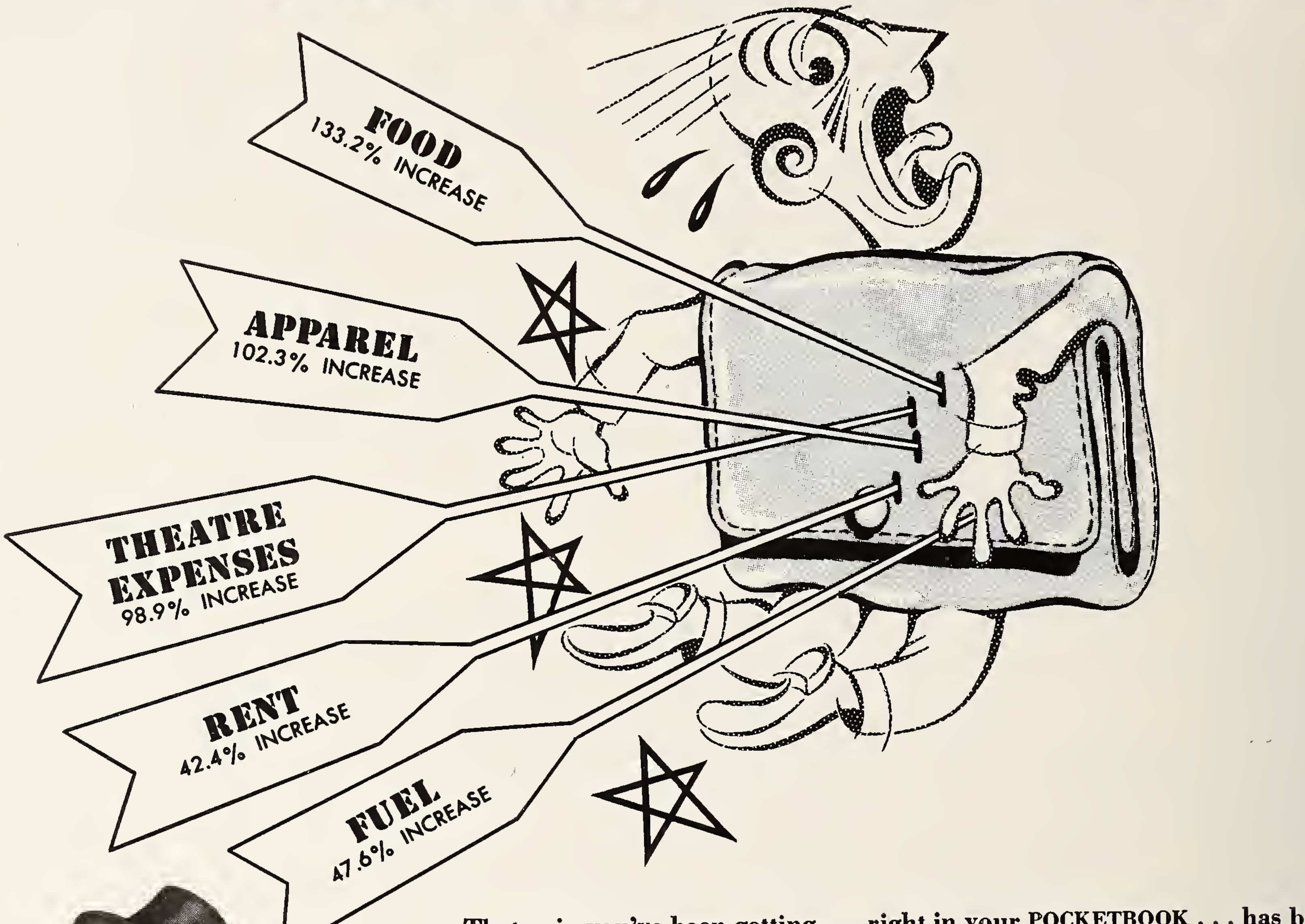
GRAND RAPIDS, Mich., Aug. 3.—Four executives of American Seating Co. have been promoted, effective immediately. They are:

James M. VerMeulen, vice-president and general sales manager, has been elected executive vice-president. George H. Roderick, vice-president of manufacturing, has been assigned new duties and advanced to the position of vice-president for operations. John Edward Heidgen, secretary-treasurer, has been named financial vice-president, and James J. Thompson, field sales manager, has been promoted to general sales manager, succeeding VerMeulen.

Close Columbus House

COLUMBUS, O., Aug. 3.—The Avondale, West Side neighborhood and one of the oldest houses in this area, has been closed. The Avondale was operated for the past several years by H. & S. Theatres.

PAIN IN YOUR Pocketbook?


FOOD
133.2% INCREASE
APPAREL
102.3% INCREASE
THEATRE EXPENSES
98.9% INCREASE
RENT
42.4% INCREASE
FUEL
47.6% INCREASE

That pain you've been getting . . . right in your POCKETBOOK . . . has been caused by the epidemic of rising prices . . . that has been hitting you where it hurts the most.

According to the Bureau of Labor Statistics, you've been stung with an increase of 133.2% in the cost of FOOD since 1939 . . . and CLOTHING, RENT and other *costs of living* have accounted for an average increase of 98.9%. In your theatre, you've been hit pretty hard, too, by increases in the cost of THEATRE EQUIPMENT and SUPPLIES . . . that, according to Exhibitor's Digest, have averaged 90.9%, from 1940 to 1952! No wonder it *hurts!*

However, it will ease the pain, a little anyway, if you take note of the *negligible increase,* IF ANY, you've received from NSS during this painful period.

Yes, COMPARE *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 25 NEW YORK, U. S. A., WEDNESDAY, AUGUST 5, 1953 TEN CENTS

Few Changes Made by SBC In Final Draft

Myers' Name Cut from Section on Arbitration

WASHINGTON, Aug. 4.—The Senate small business sub-committee today officially made public its report on the investigation of film industry trade practices. There were no substantive changes from the draft version reported by MOTION PICTURE DAILY July 31, but two new recommendations were added and some of the sharply critical language aimed at Allied States and its general counsel and board chairman, Abram F. Myers, was toned down somewhat, and all reference to Myers by name was deleted.

The two principal findings of Senator Schoeppel's (R., Kans.) monopoly subcommittee, which conducted the inquiry, confirm the earlier details published here. First, that a "voluntary system of arbitration within the motion-picture industry" be set up; and, second, that the anti-trust division of the Justice Department un-

(*Continued on page* 4)

SBC Report Urges Mason Bill OKay

WASHINGTON, Aug. 4. — The Senate small business committee today urged enactment of the Mason Bill to repeal the Federal 20 per cent admissions tax as "a prudent and necessary step to aid a distressed industry." In its final report on the study of film industry problems, the committee stated:

"There is still another factor which weighs heavily on the motion picture industry and contributes to its difficulties. This is the burden of the Federal 20 per cent tax on theatre admissions. Exhibitor witnesses testified that in their opinion the most important single immediate step that could

(*Continued on page* 4)

UA to Release Five During September

United Artists has listed five features for release during September. The pictures, together with the release dates, are: "Sabre Jet," Sept. 4; "99 River Street," Sept. 11; "The Joe Louis Story," Sept. 18; "The Fake," Sept. 25, and "Donovan's Brain," Sept. 30.

Majority in Survey Votes For 3-D Despite Glasses

While the public, as a whole, may not like to wear polarized viewers for 3-D pictures, the necessity of the glasses will not keep a majority of the fans from returning to see more three-dimensional product, according to a survey made by Certified Reports, Inc., for a major client.

In announcing the results of the nationwide poll, Jack H. Levin, president of Certified Reports, emphasized that the survey did not deal with the film stories or the performances of the players, but merely with the reaction to the 3-D method of presentation.

The survey was a continuing study which began in February and lasted through a part of July and was conducted in key cities in the East, South, Midwest and West, covering four pictures, "Bwana Devil," "Man in the Dark," "House of Wax" and "Fort Ti." The results are based on the answers of 4,336 patrons who were interviewed personally in the lobbies, 1,648 patrons who submitted completed questionnaires and 4,592 patrons who

(*Continued on page* 4)

Harry Thomas Sets Distribution Firm

HOLLYWOOD, Aug. 4.—Harry Thomas and N. P. "Red" Jacobs, veteran distribution executives, today announced the formation of a new distribution company, to be known as Atlas Pictures Co., with Thomas as president, Sam Nathanson, vice-president, and Jacobs, secretary-treasurer.

Thomas said he will call a meeting of regional distributors for Kansas City on Aug. 20. "Man of Conflict," produced and directed by Hal R. Makelin, with Edward Arnold, John Agar and Susan Morrow in the cast, has been acquired as the new company's first release for national distribution.

Okay New Israeli Film Agreement

American film companies will resume shipments to Israel as the result of the approval here yesterday by companies of the Motion Picture Export Association of the terms of a new agreement. The distributors had halted shipments because of "excessive" import duties.

Previously, the import rates had been five Israeli pounds per kilo for newsreels, 15 for black-and-white features and 25 for pictures in color. Under the new schedule, the rates will be five, 10 and 15, respectively.

New income tax bases also were agreed upon, retroactive to 1948. Is-

(*Continued on page* 4)

Para. Will Release Wallis-Hazen Film

HOLLYWOOD, Aug. 4.—"Money from Home," 3-D feature with color in Technicolor, starring Dean Martin and Jerry Lewis, produced by Hal Wallis and retained by Wallis-Hazen when that company disbanded recently after completing its Paramount releasing contract, will be distributed by Paramount under a special one-picture deal consummated today.

Wallis and Hazen also are negotiating with Paramount regarding a one-picture joint project for producing "About Mrs. Leslie" with Shirley Booth starred. If this materializes, the picture will be produced at the Paramount studio and Paramount will distribute it.

BOT Sells Games on Percentage Basis

The projected Notre Dame football theatre telecasts will be sold on a percentage basis by Box Office Television, Inc., the programming agency, it was learned here yesterday.

Theatres will not be required to put up any minimum guarantee and BOT will take care of all local loop and cable charges, it was stated. Under BOT's distribution terms, it was learned, BOT will share in a percentage of the theatre's Saturday afternoon gross.

A BOT spokesman, declining to state the percentage of BOT's share, stated that the distribution terms for the football series are liberal and have

(*Continued on page* 4)

Gala Premiere for 'The Robe' Sept. 16

"The Robe," 20th Century-Fox's full-length feature in CinemaScope, with color in Technicolor, will have its world premiere Sept. 16 at the Roxy Theatre here. Special activities are being planned for the opening, with invitations extended to prominent personalities of New York, Hollywood and Washington.

S-W Agrees to Restrictions On Cinerama

Files Bid to Amend Consent Decree Here

The Stanley Warner Corp. has agreed to limit the number of its Cinerama theatres to 24 in the United States, it was disclosed here yesterday when S-W filed its petition in the New York Statutory Court.

The petition, which has the sanction of the Department of Justice, seeks court approval to amend the Warner consent decree. It carries "safeguards" regarding exhibition, production and distribution of pictures in the Cinerama process which were insisted upon by the Justice Department.

Under the petition, S-W would be limited to a total of not more than 24 Cinerama theatres in the U.S. at any one time, and further limited to one Cinerama theatre per city, except two each in the cities of New York, Chicago and Los Angeles. Included

(*Continued on page* 6)

Salesmen's Contract Extended 60 Days

The existing contract of distributors with the Colosseum of Motion Picture Salesmen has been extended, 60 days or to the end of September, pending further talks with representatives of the salesmen's organization.

Peliminary negotiations were held in early July in White Sulphur Springs, W. Va., between committees representing both sides but no conclusions were reached. The salesmen asked for a 15 per cent salary increase and a minimum of $12 a day for expenses. These demands were rejected by the distributors.

RKO Theatres 6-Mos. Net Up to $417,602

The consolidated net profit of RKO Theatres for the first six months of this year rose to $417,602, after all taxes and charges, the company reported yesterday. The net included profit of $19,323 on the sale of capital assets, before taxes. It compared with a consolidated net of $174,802 for the first six months of 1952.

For the second quarter of this year,

(*Continued on page* 4)

Personal Mention

WOLFE COHEN, president of Warner Bros. International, left New York yesterday for Rio de Janeiro.

•

MADELEINE CARROLL and her husband, ANDREW HEISKELL, publisher of Life magazine, will sail from New York for Europe today on the S. S. Ile de France.

•

NAT LEVY, RKO Radio North-South division manager, is in Pittsburgh from New York. He'll visit Detroit before returning here.

•

MIKE SIMONS, of M-G-M's sales department and editor of The Distributor, has returned to New York from his vacation.

•

WILLIAM C. SHELTON, U. S. representative for producer PAUL GRAETZ, will sail today on the Ile de France for London.

•

MARLON BRANDO will leave here today aboard the S. S. Ile de France for Europe.

•

ANNE BAXTER will arrive here tomorrow at Idlewild Airport from Munich.

•

JIMMY BOYLE has returned here from a Universal exploitation assignment in Texas.

•

BARBARA RUICK has returned here from an Upstate New York tour.

Bert Reisman Dies In Johannesburg

Bert Reisman, 57, RKO Radio sales representative at Johannesburg, South Africa, died there of a heart attack on Friday, the New York offices of the company have been informed. He was the brother of Phil Reisman, former RKO vice-president in charge of foreign distribution. He is survived by his widow, a daughter, two brothers and two sisters. The funeral will take place here at a date to be announced.

Reisman, who was born in St. Paul, Minn., entered the industry in 1922. He joined RKO in 1934 and in 1948 took the post in South Africa.

End Israel Film Project

TEL AVIV, Israel, Aug. 4.—Ford Films, Inc., New York, has terminated here the project for which during the past two months it has been preparing a series of film shorts for TV use. Nine American artists and technicians will leave immediately for the United States. No reason for the termination was given.

Harry Jackson Dead

HOLLYWOOD, Aug. 4.—Harry Jackson, 57, veteran cameraman, died here yesterday in Presbyterian Hospital following a protracted illness. He had been with 20th Century-Fox for the past 13 years. His widow, a daughter and a son survive.

Review

"The Cruel Sea"

(U-I—J. Arthur Rank)

THERE is a vast ready-made audience among the U. S. reading public awaiting this fine screen adaptation of Nicholas Monsarrat's best-selling novel of the British Navy in World War II. "The Cruel Sea" on film approaches the heights of that other British sea classic, "In Which We Serve," and should, allowing for the difference in today's emotional scene, approximate the earlier picture's good reception here.

The screenplay by Eric Ambler is a model example of how to adapt a big, sprawling novel without wanton cutting or bringing excess verbiage to a medium that is primarily visual. The film is long and episodic, but each episode is a fresh experience, carefully delineated and pointed to carry the film forward. In hands less capable than those of director Charles Frend and producer Leslie Norman, the experience might have seemed endless.

Selling the film, the exhibitor will have to rely on the well-known title and of course the fine critical reception and word-of-mouth it is certain to receive. The cast, for the most part, is little known here. Jack Hawkins stars as the quietly heroic skipper of HMS Compass Rose, the corvette whose adventures are the story of the film. Supporting him are Donald Sinden, his resourceful first lieutenant; Denholm Elliott, as the witty officer made a cuckold by his actress-wife, and Stanley Baker as the gross officer who loves the canned sausages all others abhor. These and the many other characterizations are faithfully done.

Following the book, the film opens with the commissioning of the Compass Rose, follows her throughout the days of the "phoney war," her bitter days in the Gibraltar run and finally to her sudden, shattering end with a torpedo in her hull. It goes on to show Hawkins and Sinden carrying on in a new ship and eventually, tired and hardened, seeing the victorious end of the war.

The individual parts are what give the film its special quality. These include the glimpses into the men's private lives, the search for a submarine off Gibraltar, the fantastic air attacks on the Murmansk run, as well as such a moment of high personal drama when the captain has to decide to drop depth charges into a group of swimming survivors. The sea itself is the principal villain and as photographed by Gordon Dines it is a thing of beauty and ever-changing mood.

The film is a Michael Balcon production, presented by the J. Arthur Rank Organization, released in the U. S. by Universal International.

Running time, 121 minutes. General audience classification. Release date, Aug. 19.

7 Popkin Pictures Sold to WCBS-TV

The purchase of seven feature films, all produced by Harry M. Popkin, was announced here yesterday by WCBS-TV.

The films, now distributed by Comet Television Pictures, had been released for theatrical showing through United Artists from 1948 to 1951. They will be first shown on home TV in the New York area on WCBS-TV's "The Late Show" and "The Early Show" in October.

The productions include: "Champagne for Caesar," "D.O.A.," "Second Woman," "My Dear Secretary," "Impact," "The Big Wheel," and "Quicksand."

Gerard Joins BOT

Lou Gerard has been appointed director of advertising, publicity and exploitation of Box Office Television, Inc., theatre TV organization. Gerard will be in charge of all campaigns covering theatre television events staged by BOT. Recently with the industry trade press, Gerard previously was with 20th Century-Fox, Paramount, Universal and United Artists.

'This Is Love' Aug. 11

"So This Is Love," Warner Brothers musical, will have its New York premiere at the Normandie Theatre, on Tuesday.

Winners Announced In Republic Drive

Winners in Republic's 1953 "Bonus Drive" were announced here yesterday by C. Bruce Newbery, director of sales, with Los Angeles, Detroit, and New Haven sharing a total of $25,000 in the six-months' drive ended June 30. Awards were based on the highest percentages of increase in collections over a similar period last year.

First prize went to Los Angeles, in the Pacific Coast division headed by sales manager Francis Bateman, with branch manager Jack Dowd, salesmen Roy Bassett and Fred Weimer, and bookers Wendell Overturf and Hal Gallatin sharing top honors.

Second prize went to Detroit, in the New England division headed by sales manager John Curtin, and is shared by branch manager Sam Seplowin, salesmen William Clark and Bert Tighe, and bookers Matthew G. Holmes and Margaret Studebaker.

New Haven, also in Curtin's division won third prize, with branch manager Jules Livingston and booker George Somma sharing the award.

Mulvey to Paris

James Mulvey, president of Samuel Goldwyn Productions, who has been vacationing in Ireland, will arrive in Paris on Friday to confer with Goldwyn and Manny Reiner, head of the foreign department.

Gardner in 'Duffy' TV Deal with Fox For 'Tavern'

A three-year production-distribution deal whereby Ed Gardner, star of "Duffy's Tavern," will star in a total of 117 filmed subjects for television was announced here yesterday by Matthew Fox, chairman of the board of Motion Pictures for Television, Inc., which will finance the project. Under the plan, 39 half-hour subjects will be produced by Hal Roach, Jr., at a cost of $45,000 each, or $5,265,000 for the series.

Fox revealed that the "Duffy's Tavern" programs will be sold only on a local and regional market basis, as part of a new policy for major television properties. He stated that this will be the first time that the regional advertiser would get the advantage of long-term programming, heretofore available only to national advertisers.

MPTV will handle all sales and distribution of "Duffy's Tavern" under a new setup within the organization.

WB Ends Southern Sales Meetings

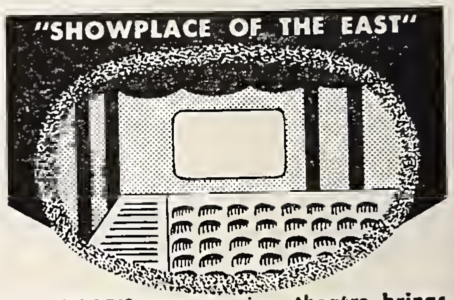
John F. Kirby, Warner Bros. Southern division sales manager, has returned to the home office from a two-day meeting at the Atlantic Hotel, Atlanta.

Attending the meeting were district managers O. W. Williamson, Jr., Southeast, and Ed Williamson, Southwest; branch managers Charles T. Jordon, Jr., Atlanta; Grover Livingston, Charlotte; Carroll Ogburn, Jacksonville; Luke Connor, New Orleans; H. "Cotton" Vogelpohl, Dallas; Joe S. Young, Memphis, and Don Tullius, Oklahoma City. Local sales managers attending were J. C. McCary of Dallas and J. W. Kirby of Charlotte, and from the home office, Norman H. Moray and I. F. Dolid.

Breakfast Precedes 'Eternity' Debut

A breakfast preceding the world premiere of Columbia's "From Here to Eternity" will be held here this morning at the Sherry Netherland Hotel. The picture opens today at the Capitol Theatre.

Columbia will stage a parade from the hotel to the theatre after the breakfast. Donna Reed will sign autographs in the theatre lobby.

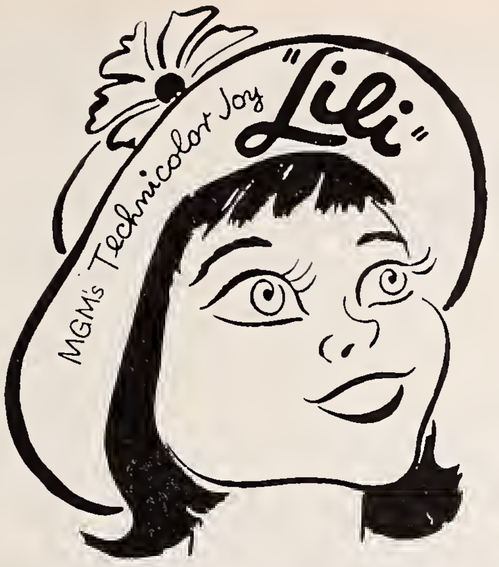

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.

- • Three dimensional projection
- ★ Three channel interlock projection
- • 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



GIVE THIS LITTLE GIRL A GREAT BIG HAND!

Says M. A. Lightman, Pres. of Malco Theatres, Memphis, Tenn.:

"Even though my competitor will have the privilege of showing 'Lili' I want to tell the world how wonderful it is. It will bring joy and happiness to all. It is my pride to be identified with an industry that can give the public such a beautiful, tender glorious picture."

Says Fred J. Schwartz, Pres. of Century Circuit, Inc., N. Y.

"It may be months before we get 'Lili,' owing to its continued long run on Broadway. We will give it a big promotion campaign because from the experience of other theatres it pays off. This industry needs pictures with such wonderful qualities. It is a credit to our business and I urge every fellow showman to book it and promote it."

LONG-RUN "LILI"!

22nd Week in New York
11th Week in Kansas City
10th Week in Portland
7th Week in Chicago
5th Week in Buffalo
4th Week in Houston
3rd Week in Cincinnati, Seattle and Oakland
15 Weeks in Los Angeles
7 Weeks in Philadelphia
5 Weeks in Washington, D.C.
4 Weeks in Boston, Frisco

12 TIPS TO MAKE "LILI" A DILLY!

1. Tie-in with a favorite local enterprise, Boys' club, local charity or other popular movement to sponsor a showing the night before regular opening. Local newspaper or prominent radio or TV personality is helpful to hypo the tie-up. This creates long-range publicity.

2. The caricature ads (similar to drawings on this spread) have proved successful. They are available in supplement to pressbook. Start teaser ads at least ten days in advance.

3. Follow same designs on house front displays as on ads.

4. The trailer is a great selling medium. Run it two weeks in advance.

5. Try to "circus up" theatre opening night, if possible with small portable carousel or other rides. Balloons imprinted with "LILI" are available for use in quantity in lobby, tied to marquee, etc. See pressbook.

6. Do an advance "teaser" posting campaign. One-sheets, black and white, with copy: "'LILI' is coming to (imprint theatre name)" or "Keep your eye on 'LILI'"—are very effective. They are available at National Screen Service.

7. TV has proven most effective in selling "LILI". It lends itself to this medium; copy should be simple, heart-warming type. TV slide is available. Where there is no TV, radio will do as well.

8. Very effective photographic blow-ups of Leslie Caron as "LILI" are available in various sizes. Use them for window displays, in theatre lobby, etc. See pressbook.

9. Get the younger folks interested by planting the coloring contest as illustrated in the pressbook.

10. Go after your music shops and disc jockeys with the catchy tune, "Hi-Lili-Hi-Lo". Available on M-G-M records.

11. Take advantage of the many tie-up stills illustrated in pressbook. Also for lobby display, 11 x 14 full-color scene stills available through National Screen Service.

12. Give "LILI" the send-off it merits. As the manager, put your personal guarantee on this attraction. You won't go wrong and your patrons will thank you for urging them to see it.

★

M-G-M presents in Color by Technicolor "LILI" starring Leslie Caron • Mel Ferrer • Jean Pierre Aumont • with Zsa Zsa Gabor • Kurt Kasznar • Screen Play by Helen Deutsch • Based On a Story by Paul Gallico • Directed by Charles Walters • Produced by Edwin H. Knopf

Few Changes

(*Continued from page* 1)

dertake "a more forceful and vigilant policy . . . in assuring compliance with the decrees resulting from the extensive litigation against the major motion-picture companies."

The additional recommendations made by the committee which were not included in the original draft are: elimination of the 20 per cent Federal admissions tax; and consideration by the appropriations committees of Congress of the anti-trust division's complaint that it lacks adequate personnel to handle the problems before it. "However," the report adds, "the committee feels that the development of a satisfactory arbitration plan would relieve considerably the burden of the anti-trust division."

Detailing more specifically some of its critical findings regarding the Justice Department's handling of exhibitor complaints directed to the anti-trust division, the report finds fault with the testimony of the department explaining its reasons for not referring to the courts other than those pertaining to divestiture; and with the apparent belief on the part of some that economic conditions such as television are as much to blame for the problems of independent exhibitors as the lack of firm enforcement actions.

"The committee does not agree with this position," the report stated. The exhibitors have complained that the judgments are being violated and, if in fact they are, it is difficult to understand how television enters into the picture."

Independent Exhibitors Defended

The report also expressed concern that "by the terms of the consent judgments only the parties thereto, namely the Government or the defendants, may petition the court to amend the judgments. Independent exhibitors who were not parties to the major litigation have no voice in any court action to amend the decrees," and their only recourse is to request the Justice Department to enforce the degree against the distributors when they have reason to suspect non-compliance.

"Accordingly," the committee declared, "this responsibility of the anti-trust division to safeguard the interests of the exhibitors must be discharged scrupulously. The division ought never to lose sight of the fact that it is essentially a prosecuting arm of the Federal Government, and in those cases where a violation of a decree is reasonably apparent and good cause exists for legal action it has a duty to perform its primary functions."

Although mellowing its draft report by deleting critical references to Myers by name, and in some instances applying the same toned-down approach in referring indirectly to Allied, the committee made it crystal-clear that it holds no brief with the actions of its leaders in breaking off the arbitration negotiations last year.

"The record shows that the action of a spokesman of one of the large exhibitor organizations, whether intentional or not, in closing the door on arbitration, constituted an imprudent sacrifice of the best interests of his members and all exhibitors," the report states.

"It is the considered judgment of the committee that an arbitration system can and should be speedily brought into being. The industry, both exhibitors and distributors, have able leaders whose record of performance in the past augurs well for the future. The prosperity of this great industry rests upon their willingness to sit down together and work out their problems in good faith and with prudence and common sense.

"The committee sincerely hopes and strongly recommends that responsible representatives of exhibitor organizations will take the initiative in promptly reopening arbitration hearings."

STOCK FOOTAGE

Washington and Walla-Walla; Singapore, Saigon and Seoul. Order any city or landmark among 15,000 subjects completely cross-indexed. Send for Catalogue B.

NBC FILM LIBRARY
105 E. 106 St., New York

Permanent Viewers Market Indicated

A potential market for permanent viewers for 3-D was indicated in the survey of public reaction to three-dimensional pictures conducted by Certified Reports, Inc. Spot-checks on this question, however, were handled by C.R. on its own and was not a direct part of the poll made for its client. The survey showed that the potential market existed if the viewers were priced less than $1.50 a pair.

C.R. president Jack Levin pointed out that with the advent of the combination of 3-D, wide screen and stereophonic sound, there appears to be room for a new study of public acceptance on that score.

Ask Mason Bill OK

(*Continued from page* 1)

be taken to aid them would be the remission of this onerous burden.

"The committee noted with satisfaction during the course of its investigation that the problem was receiving the consideration of Congress and that prior to the submission of this report the two houses had passed legislation designed to eliminate this special excise tax."

Israeli Agreement

(*Continued from page* 1)

rael also has agreed to remit $125,000 for out-of-pocket expenses of U. S. companies in Israel during the period from July, 1951, to June, 1952.

The new agreement stemmed from conferences between MPEA representatives and the financial counselor of the Israeli embassy.

Chicago Bans Used Polaroid Glasses

CHICAGO, Aug. 4.—The Chicago Board of Health today adopted a resolution forbidding the issuance of used Polaroid glasses for 3-D pictures after board investigators said that used 3-D glasses may be spreading eye infections. Dr. Herman N. Bundeson, Board of Health president, who sent telegrams to seven circuits and trade associations inviting them to call him if they wanted an explanation of the ban, said that of 15 pairs of used Polaroid glasses collected in seven theatres only six were found to be free of germs which could cause eye, skin, or throat infections, although all 15 pairs had been "sterilized."

Karl Heyl, of Coston Enterprises, said that only disposable glasses are used in the organization's theatres, while other theatre executives here, including Herb Wheeler of Stanley-Warner, Jim Gorman of the Telenews, and C. E. Miller of Essaness stated that they either had abandoned the use of plastic glasses or never had used them.

Today's ruling apparently arose from the use by some local theatres of a sterilization service to disinfect plastic Polaroid glasses.

Petrillo Favors Mason Bill O.K.

Sentiment in favor of President Eisenhower approving the Mason Bill eliminating the 20 per cent Federal admissions tax on motion picture theatres was voiced here yesterday by James Petrillo, president of the American Federation of Musicians.

Petrillo added, however, that the excise tax should also be eliminated in other amusement fields. The AFM president, who recently returned from a trip to Europe, said, that the motion picture industry is "in a bad way."

Asked when negotiations for a new contract with major studios would begin, Petrillo noted that the AFM contracts with the studios expire in January. He added that "these negotiations don't take too long."

Petrillo declined comment on the projected talks with ABC-TV on the network's plans to inaugurate a TV series this fall promoting the motion picture industry. He said he was unfamiliar with ABC-TV's plans to clear musical rights for film clips used on the show.

RKO Net Up

(*Continued from page* 1)

RKO Theatres had a consolidated net of $92,240, after taxes and all charges, including profit of $5,569 on the sale of capital assets before taxes. This compared with a second quarter net last year of $36,935, after all taxes and charges, including a profit of $9,253 on the sale of capital assets before taxes.

BOT Sells Games

(*Continued from page* 1)

been worked out to attract the maximum number of theatres. He said BOT is currently in the midst of negotiations with theatres interested in booking the series, which will be inaugurated Oct. 17 when Pittsburgh and Notre Dame play at South Bend, Ind.

3-D Survey

(*Continued from page* 1)

were metered uttering spontaneous remarks in the auditoriums and lobbies. These figures totalled 10,576 persons.

In answer to a question regarding the comfort of the glasses, 2,348 of those interviewed in lobbies said they were uncomfortable, and 1,998 said they were comfortable. Those who responded in questionnaires registered, percentagewise, a heavier opposition, 1,132 patrons stating that their viewers were uncomfortable and 516 offering no complaint. Thus, 58.2 per cent of the total reported discomfort and 41.8 per cent no discomfort.

Great Majority Will Come Back

To the question of whether their experience in wearing the 3-D glasses would prevent them from returning to see future three-dimensional pictures, the answers were more favorable to the new medium. Of those who were interviewed personally, 3,826 said that they expected to return to see more, 480 answered negatively and 30 said they were undecided. Those who responded through questionnaires also cast a majority vote along the same lines; 1,092 stated that the glasses would be no factor in keeping them away, 548 said the viewers would keep them away and eight said they were undecided.

Combining the two groups, those who disavowed the effect of the viewers on future 3-D attendance comprised 82.2 per cent of the total, those who asserted that it would have an effect on their return formed 17.2 per cent and those who were undecided comprised 0.6 per cent.

Only that group of 1,648 patrons who responded in questionnaires was asked whether they would be willing to pay a few cents more for 3-D than is generally obtained for 2-D pictures. A total of 50.8 per cent, representing 838 patrons, asserted they were opposed to paying more; 48.3 per cent, representing 796 patrons, declared they would pay a few cents more, and 0.9 per cent, or 14 persons, were undecided.

It is regarded as being significant that 31.4 per cent of the questionnaire respondents stated that even though their glasses were uncomfortable, they would be willing to pay a few cents more for 3-D pictures. Of the 4,592 spontaneous remarks that were metered, 81.3 per cent were classified as favorable and 18.7 per cent unfavorable to 3-D pictures.

Combining the results of the 8,928 metered and interviewed patrons, 83.4 per cent liked 3-D, 16.5 per cent did not like it and 0.1 per cent was undecided. Male interviewees registered their favorable reaction by a margin of approximately 4½ to 1. Female interviewees registered favorable reactions by a margin of 8 to 1. The over-all margins of favorable over unfavorable reactions were 6 to 1 for the interviewed patrons and 4⅓ to 1 for the metered patrons.

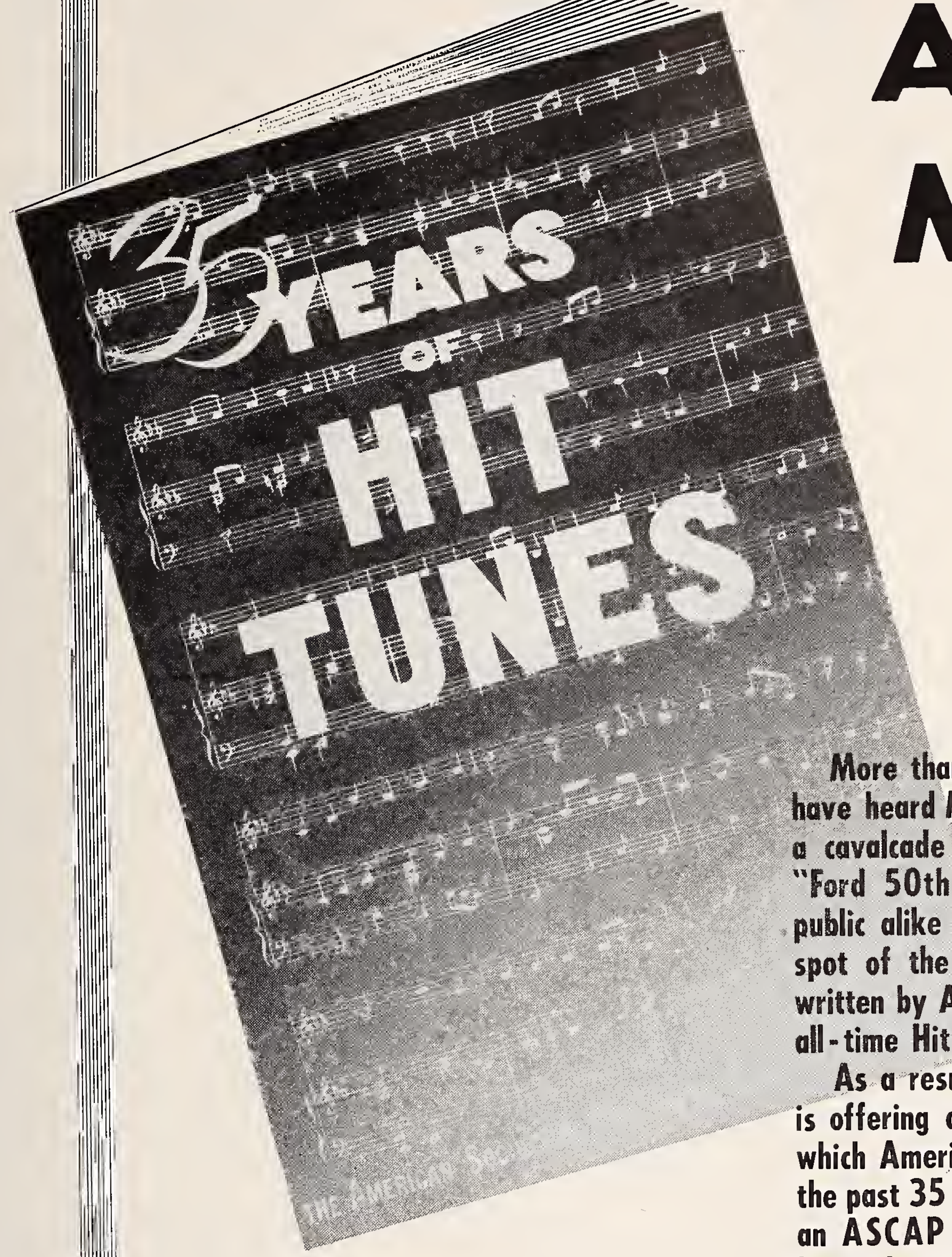
DUBBING

Studios and years of experience for dubbing foreign pictures to English.

INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

THE AMERICAN PUBLIC CHOOSES

ASCAP MUSIC



More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

Chicago Tax Totals Show Rise in June Above '52 Period

CHICAGO, Aug. 4.—Figures released here today by the City Collector's office show a continued upbeat in theatre business in Chicago compared to 1952, with the three per cent admissions tax collections from theatres for the month of July, on June receipts, totalling $84,130.81, against $79,538.84 for the corresponding month of last year.

Collections from theatres since the first of the year total $602,988.66, up about two per cent from the same period last year, when collections were $589,223.80.

This is the third consecutive month in which theatre admissions tax collections have exceeded those for the corresponding month of 1952, reversing the downward trend that had been evident ever since imposition of the tax in 1948.

No Change in Atlas Film Holdings

There was no change in the number of film stocks in Atlas Corp.'s portfolio of securities during the first half of the current year, according to the investment company's report for the six months ended June 30. Atlas continues to hold 25,000 shares of Paramount, 76,500 shares of RKO Pictures and 93,050 shares of Walt Disney Productions.

Atlas' net income and profits from securities for the six-month period were $8,223,059. The net realized profit on investments on the basis of average cost was $9,385,031 and the provision for Federal capital gains tax amounted to $2,426,000.

$15,000,000 V-Loan Arranged by GPE

General Precision Equipment Corp. has concluded arrangements for a $15,000,000 V-loan revolving credit, according to an announcement yesterday by Hermann G. Place, president. The credit, a guarantee of the United States Air Forces, is designed to replace bank accommodations heretofore used by the company to finance its defense business and to provide additional funds for future requirements under defense contracts.

Place stated that General Precision's commercial business at the present time, particularly that dealing with the motion picture industry, is having an important increase.

Screen Folk Generous In Public Service Aid

HOLLYWOOD, Aug. 4. — One hundred and one screen personalities made 143 appearances in July on 53 patriotic and public service programs, the Hollywood Coordinating Committee president, George Murphy, announced today.

In the first seven months of this year, 480 have made 1,579 appearances on 355 events, Murphy pointed out.

Mrs. Ilona Vas Dies

HOLLYWOOD, Aug. 4. — Mrs. Ilona Vas, 62, script supervisor on Monogram and Allied Artists pictures, died yesterday at her home following a heart attack. Three brothers survive.

S-W Agrees on Cinerama

(*Continued from page* 1)

among the 24 theatres, it was stated, are the existing four Cinerama theatres in New York, Detroit, Chicago and Los Angeles.

As to production, S-W would be limited to the filming of not more than 15 Cinerama pictures until Dec. 31, 1958, the date when S-W's exclusive licensing agreement with Cinerama, Inc., expires. As to each Cinerama production, standard versions could also be produced by S-W, it was stated. On the distribution of the standard motion picture versions, the petition stated that S-W would at all times be enjoined from distributing such films. No such restriction was included on the Cinerama version.

Cinerama Consent Needed

The petition took note that S-W and Cinerama, Inc., have agreed to all the restrictions imposed by the Justice Department. The consent of Cinerama, Inc., the equipment manufacturing company, was needed in order to transfer its exhibition and production licensing agreement from Cinerama Productions, Inc., to S-W. As previously stated, the deal between S-W and Cinerama Productions grants S-W a five-year exclusive production and exhibition contract in return for a share in the box-office.

S-W asked that the bid to amend the decree, which bars the new Warner exhibition company from engaging in distribution and limits its acquisition of theatres, be heard in court on Aug. 12. The petition requested that the case be heard before Justice A. N. Hand at the courthouse near his summer home at Elizabethtown, N. Y. It noted that the deadline for consummation of the deal with Cinerama Productions is Aug. 19.

The following are the other major restrictions agreed to by S-W:

Exhibition—Future acquisition of theatres by S-W within the U.S. would be subject to prior determination by the court that such acquisition will not unduly diminish competition in that theatre's competitive area. However, the entry of the court order amending the decree would approve the acquisition of the leases on the Detroit and Chicago theatres.

Ruling on Standard Films

As to future acquisitions, S-W is prohibited from showing standard motion pictures in such situations. Any theatre sub-licensed by S-W for exhibition of Cinerama pictures in which S-W receives a percentage of gross receipts or net receipts will be discounted against the 24 theatre limitation.

If after Dec. 31, 1958, Stanley-Warner decides to continue granting sub-licenses to exhibit, such sub-licenses would preclude Stanley-Warner from participating in receipts of those theatres, and it further "would be required to grant compulsory exhibition sub-licenses to all applicants on a nondiscriminatory basis and for reasonable royalties."

Limitations on Cinerama Production:

Stanley-Warner would be limited to the production in this country of not more than 15 Cinerama pictures until Dec. 31, 1958, and would be permitted to produce a standard version of each of these. After that date, the company would be prohibited from producing any more Cinerama pictures and from granting sub-licenses to produce.

Covers Outside-U.S. Pictures

Any Cinerama picture produced either by Stanley-Warner of a sublicensee from which Stanley-Warner receives a percentage of receipts would be counted against the 15-picture limitation.

Any Cinerama picture produced outside of the United States but distributed here by Stanley-Warner would be counted against the 15-film ceiling.

Limitations on Distribution:

After Dec. 31, 1960, Stanley-Warner would be prohibited from distributing any of the 15 Cinerama pictures it has produced and "This Is Cinerama." It would be permitted to transfer distribution rights in the 16 pictures to others, "upon condition that it retained no control whatsoever over the distribution . . ., and the distributor would be required to agree to license each such Cinerama picture theatre by theatre, on the merits, and without discrimination." And, if Stanley-Warner shares in the distribution receipts, the distributor "would be required, upon request of an independent, to grant a first refusal to an independent to exhibit the Cinerama picture, if the independent is operating a Cinerama process theatre in competition" with Stanley-Warner.

A parallel prohibition against Stanley-Warner distribution of the 15 standard-version which it may produce with provisions identical to No. 1.

Must Relinquish Stock

In addition, Stanley-Warner would be required to dispose of its stock in Cinerama by Jan. 10, 1959, or to deposit it under a voting trust agreement with a court-approved trustee, and then to make final disposition by Dec. 31, 1960.

Finally, Cinerama, Inc. would be required after Dec. 31, 1958, to consent to grant compulsory exhibition sub-licenses, production sub-licenses, and leases of exhibition and production equipment on a non-discriminatory basis and subject to the payment of reasonable royalties and rental fees.

Justice Weighed New Art Form in Consent

WASHINGTON, Aug. 4.—The Department of Justice was willing to grant approval of the projected Stanley Warner-Cinerama deal because it felt that Cinerama should be given the opportunity to obtain the financing necessary to facilitate development of a new art, a Justice Department spokesman explained here today. He added that the Department first insisted on "safeguards" in keeping with the Warner consent decree.

In answering Justice Department concern over the deal, Stanley-Warner made the following points: Cinerama is a new art, unknown at the time of entry of the consent judgment; Cinerama is more akin to legitimate stage presentation; and that integration of production and exhibition is essential for the success of Cinerama because of the expense involved in both production and exhibition of Cinerama pictures.

National Pre-Selling

A BEAUTIFUL, full color turnabout ad on "Return to Paradise," which spotlights the allure of the South Sea islands, appears in the current issue of "Life." The cover girl in the same issue is Bing Crosby's leading lady in "Little Boy Lost." She is Nicole Maurey, a French actress who likes working in American studios because "there was no screaming or shouting on the set." Bing Crosby says: "The girl is a combination of Rita Hayworth, Marlene Dietrich, and the farmer's daughter."

●

An attention-compelling ad on "From Here to Eternity" appeared on the back cover of the August 2nd issue of "Pictorial Review."

●

"All I Desire," "Dangerous When Wet," "The Juggler" and "Thunder Bay" are among the pictures listed in "The Best Bets in Your Neighborhood" department in the August issue of "Redbook."

●

"The Sword and the Rose" has the lead review in the August issue of "McCall's." The reviewer for "McCall's Goes to the Movies" says: "The England of Henry VIII was never more romantic or exciting than Walt Disney's version of "When Knighthood Was in Flower."

Also reviewed in the same issue are "Houdini" and "Dream Wife."

●

"Main St. to Broadway," "Sangaree" "Take Me to Town," and "Strange Deception" are among the "Companion" recommended pictures in the August issue of "Woman's Home Companion."

●

"Thunder Bay," "Houdini," "The Juggler," "Stalag 17," and "Dangerous When Wet" are recommended by Ruth Herbert in the August issue of "Good Housekeeping."

●

"The Affairs of Dobie Gillis" star, Debbie Reynolds, told Liza Wilson of "American Weekly" for the August 2nd issue, of her foster brother who had been wounded five different times in Korea. He has been awarded five Purple Hearts and in the course of battle, lost his left eye.

●

A striking full page ad on "Roman Holiday" appears in the August issue of "Seventeen."

●

"The Moment of Truth's" star, Michele Morgan, will adorn the front cover of "This Week's" August 16th issue, in full color. "The Moment of Truth" is an Arthur Davis-Arlan Production which has been booked for the Paris Theatre here.

●

"Walking My Baby Back Home's" co-star, Janet Leigh, is the cover girl on "Cosmopolitan's" August issue. A cover story also appears in the issue, entitled "It's Tough to Stay Married in Hollywood unless, like Janet Leigh and Tony Curtis, you know the pitfalls."

●

"Gentlemen Prefer Blondes" and "Thunder Bay" are Otto Preminger's choice pictures of the month for the August issue of "Coronet." Preminger acts as producer and director for his pictures.

WALTER HAAS

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 26 NEW YORK, U. S. A., THURSDAY, AUGUST 6, 1953 TEN CENTS

Compo Efforts Continue On Mason Bill

Tax Committee Still Is Hopeful of Signature

WASHINGTON, Aug. 5.—The Council of Motion Picture Organizations' tax committee will continue its efforts for the enactment of the Mason Bill, which would eliminate the Federal admissions tax, right down to the deadline at midnight on Friday. The COMPO committeemen have not given up hope on the possibility of the President signing the bill and will continue to exert all their efforts until the time limit expires. This was evidenced by feverish activity by COMPO throughout this week.

COMPO leaders were gratified over the all-out endorsement given repeal of the tax by the Senate Small Business subcommittee, and took positive steps today to insure that the

(*Continued on page* 5)

New Circuit Formed In No. Carolina

CHARLOTTE, N. C., Aug. 5.—Stellings-Gossett Theatres, Inc., has been formed here to take over operation of eight theatres in North Carolina.

The new firm purchased leases on seven theatres from H. B. Meiselman of Charlotte. The Manor Theatre here, which was already being operated by Ernest Stellings, president of the firm, will also be operated by the new concern.

The new houses acquired are the Center here; Strand, Waynesville; Strand, Rockingham; Flaming Drive-In, Laurinburg; Raleigh Drive-In,

(*Continued on page* 5)

Name Callahan Film Buyer for Rowley

D. P. Callahan has been appointed general film buyer for the United Rowley Theatres of Texas, E. H. Rowley, president, disclosed here yesterday. Rowley, who is in New York at the present time accompanied by his wife, said that the appointment will give C. V. Jones, vice-president and general manager, more time for executive duties.

At the same time, it was announced that John Rowley has been appointed assistant to Jones. Callahan, the newly-designated general film buyer, has been associated with the circuit for 17 years, starting as an usher.

See $2 Millions in Theatre Collections For Korean Aid

Motion picture theatres which are presently conducting a drive for funds for the American Korean Foundation, as requested by President Dwight D. Eisenhower, to aid the wounded, sick and needy civilian population of Korea, have already collected an estimated $750,000 with only one-third of the country's motion picture theatre collections completed.

It is estimated that when the final figures are reported and the remaining two-thirds of the country's theatres have completed their efforts more than $2,000,000 will have been collected.

The drive in the theatres is being conducted under the supervision of the

(*Continued on page* 5)

Honor Hodes Upon RKO Retirement

RKO Pictures branch manager Phil Hodes was honored at a testimonial luncheon here yesterday at the Astor Hotel, attended by some 250 exhibitors and representatives of the company. Hodes is retiring after 30 years with RKO and will live in Highland Park, Chicago, where a married son and married daughter live.

Harold Klein of the J. J. Theatres was chairman of the New York exhibitors in charge of arrangements,

(*Continued on page* 5)

NEW HOPES RISING FOR ARBITRATION

SBC Suggestions Seen As Stimulating Interest In Resumption of Talks

The chances for a revival of the negotiations for the establishment of an industry arbitration system appear to be brighter as a result of the Senate Small Business subcommittee's recommendation that such a system be set up. Industry leaders yesterday were hopeful that talks could be resumed this fall, but the general feeling was that the move should be initiated by exhibitors.

One key figure in the drafting of proposals last year expressed the sentiment that the distributors are more than willing to meet with exhibitor organization representatives in another attempt to work out a plan.

With the exception of the film rentals issue, all other factors standing in the way of distribution-exhibition agreement are negligible, this individual said. He added that there

(*Continued on page* 5)

19 Chairmen Named For JDA Campaign

Nineteen industry executives are serving as chairmen for their companies and, in some instances, as industry chairmen in the 1953 Joint Defense Appeal campaign, it was announced yesterday by William J. German, of Wm. J. German, Inc., general chairman of the JDA division.

The 19 men will help rally support for the JDA effort to raise New York's share of the $5,000,000 necessary to support the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Serving as company chairmen in the drive are: Morey Goldstein, Allied Artists; Leo Jaffe, Columbia; Leopold Friedman, Loew's; Arthur De

(*Continued on page* 5)

'Eternity' Opening Has Capitol Jumpin'

Holdouts were the order of the day at the Capitol on Broadway here where "From Here to Eternity" opened yesterday morning. The Columbia production had racked up $6,500 for the first two performances, which compares with $12,500 grossed

(*Continued on page* 5)

M-G-M 'See for Yourself' Sales, Trade Showings Set

M-G-M's domestic and international sales executives from all over the world will be invited to the studio in September, it was announced on the Coast yesterday by Dore Schary, studio head, following conferences during the past week with Loew's and M-G-M's home office executives.

Charles Reagan

Enthusiasm for the 10 pictures screened for the executives at the studio and scheduled for fall and winter release, Charles Reagan, domestic distribution chief, and Arthur M. Loew, vice-president of Loew's International said, resulted in the decision to arrange a series of "See for Yourself" showings at a sales meeting to be held in California. Following the Coast showings, special "See for Yourself" trade previews in approximately 100 cities will be set up in order that exhibitors also may "see for themselves" what M-G-M executives believe will be the largest number of top pictures the company has produced for consecutive release.

Nicholas M. Schenck, president of Loew's, Inc.; Charles Moskowitz, treasurer; Reagan and Howard Dietz, vice-president in charge of advertising and publicity, represented the home office in the meetings with Schary and members of the studio executive board. Reagan, now back in New York, has started arrangements for bringing the sales heads to the studio. Dietz will begin putting into effect national advertising, promotion and exploitation

(*Continued on page* 5)

To Promote Films on 'Today' TV Program

Scenes from current productions of major studios will be shown on a local basis in 22 markets on NBC-TV's "Today," which is telecast from 7:00 to 9:00 A.M., Monday through Friday, it was disclosed here yesterday.

The five-minute segment of the television show will be called "Prevue Cameos" and will have as its theme, "The Movie for Today. Go See a Movie Tonight." Among the productions from which scenes will be shown are "Roman Holiday," starring Gregory Peck; "Little Boy Lost," with Bing Crosby; and "The Captain's Paradise," with Alec Guiness.

Irving Zuckerman, advertising manager for Cameo Curtains, Inc., which is sponsoring the film section of the show, said the series will start in August, with more markets eventually to be added to the 22 originally scheduled.

Kaufman Republic's Chicago Manager

Herbert Kaufman has been transferred from Los Angeles to Chicago as manager of the Republic Pictures branch there, succeeding Abe Fisher, former Chicago branch manager.

Personal Mention

BERNARD JACON, IFE vice-president in charge of sales, has left here on an extended sales tour. He will be in Chicago Sunday.

•

MARCHESA LILI GERINI, daughter of MRS. SYLVESTER Z. POLI, and the late theatre owner, was married in New Haven to ARTHUR L. GALLUCCI of Forest Hills and Southampton, L. I.

•

JAMES LIBBY, formerly manager of the Opera House Theatre, Waterville, Me., has been named manager of Lockwood & Gordon's newly-opened drive-in at Skowhegan, Me.

•

JOHN BACH, former manager of Westland Theatres in Northern California, has been appointed manager of Nasser Brothers' Alhambra in San Francisco.

•

KEN LAIRD, Republic Pictures branch manager in Tampa, has returned there following a vacation in New York.

•

C. J. BROWN, manager of Martin Theatre, Calhoun, Ga., has been transferred to the Grand Theatre, Fitzgerald, Ga.

•

LANE HEBSON, manager of the Martin Theatre, Sylacauga, Ala., has been elected commander of the American Legion Post No. 45 there.

•

HAP BARNES, owner of the ABC Booking Service, Atlanta, has returned there following a trip to Baton Rouge, La.

•

ARTHUR DAVIS, head of the Arthur Davis Releasing Organization, will leave New York tonight by plane for Paris and Rome.

•

BILL KELLY, Universal-International branch manager in Atlanta, is back there following a vacation in New York.

•

WILLIAM H. PINE, Paramount producer, will arrive in New York at the weekend from Hollywood.

•

JOE FRIEDMAN of Warners home office field exploitation staff, will leave New York today for Philadelphia.

•

MALCOMB H. MCCOY and JOE SHERRER have opened their 400-car drive-in at Pensacola, Fla.

•

KURT HIRSCH, producer, has joined John Bash Productions, independent producing organization.

•

JOHN HUFF, of the Paramount Atlanta branch, is the father of a boy born recently to MRS. HUFF.

Art Display at Rivoli

The Rivoli Theatre here is holding a showing of the art works of Geraldine Corangis. The exhibition consists of 28 portraits in oils and charcoal, each portrait depicting a different conception of the "Dream Wife," featured in the United Artists film of that name now playing at the house.

Industry Officials in Stock Transactions

WASHINGTON, Aug. 5.—Charles P. Skouras bought 3800 shares of National Theatres, Inc., common stock during June, according to the report of stock transactions by company officers and directors issued today by the Securities and Exchange Commission. The report, covering June 11 to July 10 transactions, showed Skouras' total holdings of his firm's common stock as 34,610 shares.

Elmer C. Rhoden, who owns 16,800 shares of the same stock in his own name and 1,325 shares in his Boot Hill Investment Company, bought 1,000 shares for his Garden City investment, bringing his total holdings to 4,400 shares.

Barney Balaban sold 1,500 shares of Paramount Pictures common and still held 26,500 shares.

Jack L. Warner bought 5,000 shares and sold 5,000 shares of Warner Bros. Pictures common. He now holds a total of 226,099 shares in his own name and 12,750 shares in a trust.

The dates of buying and selling were not given.

Legion Reviews 15; Five in Class B

The National Legion of Decency reviewed 15 films recently, putting 10 in Class A-1 or A-2 and the remainder in Class B.

Those classified A-1 include: "Big Leaguer," M-G-M; "Gun Belt," United Artists; "Little Boy Lost," Paramount; "Master of Ballantrae," Warners; "Stand at Apache River," Universal; "Sweethearts on Parade," Republic.

The A-II classification includes: "A Blueprint for Murder," "Inferno," 20th Century-Fox; "Second Chance," RKO Pictures; "Three Girls from Rome," IFE.

Those classified in the B category include: "Arena," M-G-M; "From Here to Eternity," Columbia; "Gentlemen Prefer Blondes," 20th Century-Fox; "I, the Jury," United Artists; and "O.K. Nero," IFE.

"Arrowhead," Paramount, formerly classified B, has been revaluated and is now rated A-2, it was stated.

Magazine Campaign Set on 'Eternity'

Columbia Pictures has set a national magazine campaign on "From Here to Eternity" which is designed to reach 120,000,000 readers. Full page ads in color have been scheduled to appear in late summer issues of "Look," "Collier's," "Seventeen," and the entire fan magazine list.

In addition, spreads will appear in "This Week" and in "Pictorial Review," Sunday supplements.

Talks on 'Anatahan'

Negotiations for the distribution of "Anatahan," the first picture produced in Japan by Josef Von Sternberg, will get under way here this week. Von Sternberg has just returned from a year's stay in Japan and will remain in New York until a U. S. distribution deal has been set.

1st Wide Screen of WB to Be 'Helen'

HOLLYWOOD, Aug. 5. — "Helen of Troy" will be the first Warner Brothers production to be filmed in the WarnerSuperScope wide screen process, Jack L. Warner, vice-president in charge of production, announced today.

The picture is scheduled to go before the cameras in a matter of weeks, it was stated. It will be filmed in WarnerColor.

'Band Wagon' Rolls At R. C. Music Hall

"The Band Wagon" finished its fourth week at Radio City Music Hall last night and begins its fifth week there today. The M-G-M picture grossed in excess of $635,000 for the first four weeks at the Hall and is expected to remain for possibly seven weeks. Should it do so, the total gross for the engagement would exceed $1,000,000.

"The Band Wagon" has been booked into the Egyptian Theatre starting Aug. 13 for its Hollywood premiere.

The opening will mark a triple 20th anniversary for Fred Astaire, his 20th year as a screen star, 20th wedding anniversary, and his 20th dancing partner in Cyd Charisse, his co-star in the film.

Cohen to Survey UA Publicity Abroad

Samuel Cohen, foreign publicity director for United Artists, left here yesterday aboard the S. S. Queen Elizabeth for a combined business-and-vacation trip to Europe. He will spend three weeks in London and Paris, surveying UA publicity-advertising-exploitation operations in Britain, France and other parts of the Continent. He will return to New York Sept. 8.

Cohen and Mrs. Cohen, who will accompany the UA executive, are celebrating their 30th wedding anniversary, as well as the 21st anniversary of Cohen's association with United Artists.

Film Freight Rates To Honolulu Cut

A new air freight rate on motion picture film flown to Honolulu from Los Angeles or San Francisco will be placed in effect Aug. 26 by United Air Lines, subject to approval of the Civil Aaronautics Board. The new rate will be 40 cents per pound on shipments of 100 pounds or more, a 30 per cent reduction from the present rate.

'Christmas' in Sept.

HOLLYWOOD, Aug. 5. — Paramount will begin production on Irving Berlin's "White Christmas" on Sept. 8, the studio announced. The picture, to be filmed in color by Technicolor, will star Bing Crosby, Donald O'Connor, Rosemary Clooney and Vera-Ellen.

Foreign Tax Change Sought By MPAA Of Congress

WASHINGTON, Aug. 5. — The Motion Picture Association today asked Congress for an end to the so-called "per country" limitation on foreign tax credits in favor of a system permitting U.S. companies to average the ratios of foreign taxes paid.

Roy C. Kimmerle of 20th Century-Fox, a member of the MPAA foreign tax committee, told the House Ways and Means committee that film companies derive income from many foreign countries, some of which impose higher and some lower taxes on income than the United States. The committee is conducting an overall study of the entire revenue structure.

MPAA also asked that tax incentives currently given to Western Hemisphere trade corporations be extended to all domestic companies doing business anywhere outside the United States.

The "per country" system forces companies to figure their foreign tax credits country by country under a complicated formula. Adoption of the MPAA-proposed system, Kimmerle told the committee, would not take away any tax revenue from income realized within the United States.

New Exchange Pacts Near Completion

New contracts with exchange employes unions have been concluded in all key cities with the exception of those in New York, Boston, New Haven, Pittsburgh and Buffalo. Negotiations by teams representing the exchange operations committee of the distributors have been covering the country for the last several months. The new pacts call for a straight $4 a week increase.

Negotiations for new pacts in the remaining five cities are continuing.

UA Closes a Deal For Filipino Film

United Artists has completed arrangements with Manuel L. Padilla, Filipino financier, and Manuel Conde, Filipino producer, under which UA will release "Sarangani," which is reported to be one of the most ambitious film projects ever undertaken in the Philippine Islands. It will be made for presentation on wide-screen with stereophonic sound. Arthur B. Krim, president of UA, acted for the company in the negotiations.

Helgeson to Chicago As Palace Manager

Appointment of Doug Helgeson as managing director of Eitel's Palace Theatre in Chicago where "This Is Cinerama" opened last week was announced here yesterday by Lester B. Isaacs, general manager of theatre operations for Cinerama Productions.

Helgeson recently was managing director of Warner's Downtown Theatre in Los Angeles and previously was associated with Loew's New York City theatres.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"SO THIS IS LOVE"

IS OPEN...AND IT'S

LOVELY!

SATURATION TENNESSEE PREMIERE A SENSATION!!!!!

WARNER BROS.'
RAGTIME-TO-RICHES
STORY OF
GRACE MOORE

COLOR BY
TECHNICOLOR

STARRING
KATHRYN
GRAYSON

WITH
MERV GRIFFIN · JOAN WELDON
WALTER ABEL · ROSEMARY DeCAMP · JEFF DONNELL · DOUGLAS DICK · SCREEN PLAY BY JOHN MONKS, Jr.
MUSICAL DIRECTION BY RAY HEINDORF
MUSICAL NUMBERS STAGED AND DIRECTED BY LeROY PRINZ · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS

⇨ THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS

Entertainment Units Ask End of Tax on All Amusements

WASHINGTON, Aug. 5.—Legitimate theatre and Musicians Union witnesses tonight asked the House Ways and Means Committee to repeal the Federal 20 per cent admissions tax on all forms of amusements. The committee is currently conducting evening hearings on the excise phase of its general tax revision hearings.

Witnesses testifying were: Dennis King, Actors Equity; Lawrence Langner, representing the League of New York Theatres, The Theatre Guild and The Dramatists Guild; Wolfe Kaufman, Association of Theatrical Press Agents and Managers, and Henry Kaiser, AFM.

'Sabre Jet' to Bow Sept. 4 in Dayton

DAYTON, O., Aug. 5.—The world premiere of "Sabre Jet," Carl Krueger production, will be held here the night of Sept. 4 at Loew's Theatre as the opening kickoff of the 50th anniversary of powered flight and the National Aircraft Show.

Krueger conferred today with officials of the Air Force and the city of Dayton, at whose invitation the world premiere of "Sabre Jet" was selected as one of the events of the air show.

The stars of the United Artists film based on a story of the early days of the Korean conflict include Robert Stack, Coleen Gray, Richard Arlen, Julie Bishop, Leon Ames and Reed Sherman. Filmed in color and widescreen, it was directed by Louis King from an original story by Krueger.

Gets EK Portugal Post

ROCHESTER, Aug. 5.—Richard S. Leghorn, assistant manager of the Eastman Kodak European and Overseas Organization, has left for Lisbon, Portugal, where he will take up his duties as recently-appointed manager of Kodak Portuguesa, Ltd.

Kohlberg Resigning

CHICAGO, Aug. 5.—Stanley Kohlberg, general manager for Schoenstadt Theatres, has resigned his position with the circuit and will concentrate on management of the Starlight Theatre, which he also has handled in the past.

Projectionist Dead

SAN FRANCISCO, Aug. 5.—John Forde, 71, projectionist at the Golden Gate Theatre, died suddenly of a heart attack in the booth at the theatre. He was the father of John Forde, business manager of the IATSE projectionists' local here.

David Katz Mother Dies

The mother of David T. Katz, managing director of the Roxy Theatre here, died Tuesday in Toledo.

DUBBING

Studios and years of experience for dubbing foreign pictures to English.

INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

Reviews

"Plunder of the Sun"

(Warners—Wayne-Fellows)

A CACHE of ancient and fabulously valuable relics, hidden during the Spanish conquest, serves here as the lure which brings Glenn Ford, Diana Lynn and Patricia Medina into contact with murder and mayhem in modern Mexico. "Plunder of the Sun" is a glossy suspense job whose interesting first half promises a lot more than is delivered in the second half.

On the credit side are the performances of Ford as a somewhat opportunistic, down-and-out claims adjuster who gets caught up in the hunt without knowing for a long time what the prize is; Miss Lynn as a bedraggled Pittsburgh society girl, drink-sodden and lonely, and newcomer Sean McClory, as a young but already "disbarred" archeologist who affects dark glasses and a continental manner. Supporting them in an equally effective but much smaller role is Francis L. Sullivan, an art collector whose methods of collection are somewhat unorthodox.

The screenplay, by Jonathan Latimer, based on a novel by David Dodge, opens in Cuba with Ford being approached by Sullivan and asked to smuggle a small package into Mexico. In need of money, Ford agrees. On the freighter to Oaxaca, Sullivan dies mysteriously and comes in contact with McClory, the alcoholic Miss Lynn and Miss Medina, the latter Sullivan's travelling companion, all of whom would like to get their hands on the package.

The climax of the picture is reached when the treasure is located by Ford working in an uneasy truce with McClory.

John Farrow directed and Robert Fellows produced the Wayne-Fellows presentation for Warner Brothers release.

Running time, 81 minutes. General audience classification. Release date, Aug. 29.

"The Young Caruso"

(I.F.E.)

FATE toyed with Caruso, sometimes benevolently, sometimes malevolently, according to the screen version of the great tenor's life which I.F.E. is about to release on these shores. The production traces the life of the artist in a span that covers his early days as an urchin on the streets of Naples to his first taste of recognised success.

Quite obviously the picture abounds in music. And among its other persuasive qualities are the authentic settings and the soundtrack voice of Mario Del Monaco. Cast-wise, it features Gina Lollobrigida, playing a sweetheart to Ermanno Randi's Caruso. These assets duly noted, it also should be pointed out that the screenplay, in its chronological recitation of the milestones in Caruso's career, frequently grows weak in dramatic values.

All the hardships, sacrifices and disappointments that were a prelude to Caruso's musical acceptance are outlined in the picture. In the department of love, Caruso's balloon of hope rose briefly, only to burst in his face. But his music was rich compensation.

A competent job of dubbing has been accomplished in the film which was directed by Giacomo Gentilomo and produced by Maleno Malenotti.

Running time, 77 minutes. General audience classification. Release date, September, 1953.

"So Little Time"

(MacDonald Picture)

DESPITE the sameness of title, "So Little Time" has absolutely nothing to do with the John P. Marquand book. Rather, it is based on the novel, "Je Ne Suis Pas Une Heroine," by Noell Henry, and it tells a very touching story of two people involved in a tragic love affair.

The picture takes place in Belgium during World War II. A young music student and her mother are the only ones left of a large family, the men having been lost in the war. Their chateau is partially taken over by a German military commandant. The young girl has a bitter hatred for all Germans and tells the commandant so. When they discover they have a mutual interest in music, and especially the piano, they come to know each other better and despite the barriers, they fall in love. They realize it's an impossible situation which is even further hindered by the underground which forces her to steal important items from him. Their romance can end only in tragedy, which it does.

This British film is a fine art house attraction which is marred only by the lack of familiar names in the cast. However, the acting is of the highest quality. Maria Schell plays the girl with all the sensitivity the role demands while Marius Goring is excellent as the tough and tender German. In fact their performances are so touching that the audience's sympathy towards the German may seem out of place. However, it's explained that he's a German, not a Nazi, which may or may not be sufficient for some people.

Aubrey Baring and Maxwell Setton produced this Associated British-Mayflower Production, while Compton Bennett directed from a screenplay by John Cresswell. MacDonald Pictures is the U. S. distributor.

Running time, 89 minutes. General audience classification. Release date, in July.

Canada Exports Decline

OTTAWA, Aug. 5.—Canadian film exports for the first six months of 1953 totaled $2,161,000, a decline from the $2,312,000 figure registered for the corresponding period of 1952.

Honor RKO's 'Chance'

RKO Radio's "Second Chance" will be the "Movie of the Week" in the forthcoming Aug. 10 issue of "Tempo" magazine. "Tempo" is the successor to "Quick."

Re-Use of Polaroid 3-D Viewers Is Discouraged

The problems growing out of the re-use of polaroid glasses to view 3-D films made news yesterday in Chicago and in Cambridge, Mass., the headquarters of the Polaroid Corp.

In Chicago, Balaban and Katz Theatres, which has been using a sterilizing service for re-use of polaroid glasses, has reverted to the "throw-away" type pending further investigation of the sterilization process by the Chicago Board of Health. Meanwhile, Herman Goldstein, president of the company that operates the sterilizing process, was enroute to Chicago from New York to confer with the health board on the re-use ban.

In the meantime, Dr. Elken R. Blout, Polaroid's associate director of research, warned that "re-worked" viewing glasses are endangering the popularity of 3-D pictures. He referred to those viewing glasses made by cutting eyepieces from standard Polaroid viewers and reassembling them in plastic frames. Samples of such "re-worked" glasses show a misalignment of the eyepieces, Dr. Blout stated. The "re-worked" glasses, he went on, have been sold to several theatres, chiefly in the New York area.

Press Will Attend 'Caddy' Premiere

More than 50 newspaper writers, columnists and radio correspondents will attend the world premiere of Paramount's "The Caddy" in Columbus, O., on Aug. 17. Dean Martin and Jerry Lewis, stars of the picture, also will be present.

Proceeds from the premiere will go to the National Caddy Asociation's college scholarship fund. Caddies from all over the country will compete in the association's annual tournament which will be held on the day of the premiere.

'Blondes' Strong in Alaska, Glen Cove

In points as far apart as Glen Cove, L. I., and Fairbanks, Alaska, 20th Century-Fox's "Gentlemen Prefer Blondes" is reported by the company to be well received.

In the Alaskan city, "despite a heat wave," said the report, the picture opened Sunday to a record $2,600. In its first day at the Cove Theatre, Glen Cove, the film is said to have grossed $1,800, also a record for the house.

'Little Boy Lost' To Rivoli Here

"Little Boy Lost" has been booked by the Rivoli Theatre here to open early in the fall with a large-scale premiere.

The film, starring Bing Crosby, was produced for Paramount by William Perlberg and George Seaton with Seaton directing.

Elect Walter Colmes

Walter Colmes, formerly president of Encyclopaedia Britanica Films and executive producer of Republic Pictures, has been elected to the board of directors of Rockhill Productions, Inc., a radio and TV packaging firm.

Mason Bill

(*Continued from page* 1)

report is brought to the personal attention of President Eisenhower.

Commenting on the committee's recommendation that the Mason repeal bill be enacted as "a prudent and necessary step to aid a distressed industry," COMPO tax committee leaders said:

"This represents the unanimous bipartisan stand of a committee of the Congress which has spent six months conducting a thorough study of film industry problems, and, without resort to any industry pressure, has come to the independent conclusion that failure to repeal the tax would bring economic disaster to the entire motion picture industry."

Johnston Makes Plea

Meanwhile, Eric Johnston, president of the MPAA, huddled with presidential assistant Sherman Adams and presented the industry case to him.

The President returned to Washington today from the conference of State Governors in Seattle and is scheduled to leave this weekend for a vacation in Colorado. White House staff members said that he has 208 bills before him awaiting action, of which, of course, the Mason Bill is one.

Hopes rose for some news on the fate of the bill yesterday when well-informed sources indicated that President Eisenhower would make some comment on the Mason Bill at his White House press conference. However, the subject did not come up.

Action Expected

In reply to a reporter's question, press secretary Hagerty said, at the conclusion of the conference, that there would be no information on the Mason Bill from the White House at that time. This left open the distinct probability of some action in the remaining two days in which the President has to act one way or the other.

The COMPO tax committee leaders, Pat McGee, H. A. Cole, Trueman Rembusch, Sam Pinanski and Robert Coyne, will continue on duty here to the last minute.

CHICAGO, Aug. 5.—The Chicago American, local Hearst newspaper, called on President Eisenhower in an editorial today to sign the Mason Bill and free the motion picture industry from what it terms an "inequitable tax." Pointing out that many theatres have been forced to close recently and the effect of theatre closings on other businesses in their communities, the editorial closes by saying "This is a bill where delay is deadly. This is a bill on which hangs the fate of thousands of theatres. We think the President should sign it—now."

Korean Aid

(*Continued from page* 1)

Council of Motion Picture Organizations. Robert W. Coyne, special counsel of COMPO, is directing the theatre effort, in association with the heads of the organization, Trueman Rembusch, Sam Pinanski and Al Lichtman.

Fourteen thousand theatres are participating in the drive.

Area and state chairmen are urged by COMPO to report the results of the drive in their territories to COMPO headquarters as soon as possible.

MGM Showings

(*Continued from page* 1)

campaigns formulated at the meetings, which will be co-ordinated with the release of the new product and highlighted by the forthcoming "See for Yourself" sales meeting. Schenck and Moskowitz left the studio for New York Tuesday night.

Speaking of the plans to screen the company's top pictures for the executives of the sales organization, domestic and international, Loew and Reagan stated: "We are confident that bringing the world-wide sales representatives to the studio will serve as a stimulus throughout the entire organization which will in turn be conveyed to exhibitors everywhere."

Schary commented: "The reactions of Eastern executives during the past week confirm our own feeling that the films for fall and winter release constitute one of the most important single groups of potential box office hits ever ready for distribution at one time. It was agreed in a 'See for Yourself' sales meeting the sales group could better evaluate the line-up of outstanding entertainment. They also will see for themselves the tremendous strides made by M-G-M technicians in stereophonic sound, wide screen and 3-D developments."

Since all M-G-M pictures will be filmed in wide screen with stereophonic sound, the company heads believe it is highly important that every member of the sales organization be completely familiar with the various media and latest innovations. Showings for the sales organization will be scheduled at special theatre previews and on M-G-M's Stage 16, installed with the latest in stereophonic and projection equipment and wide screen.

Among the pictures screened at the studio or at sneak theatre previews and which will be shown to members of the M-G-M sales organization are "Mogambo," "Take the High Ground!", "Kiss Me Kate," "The Long, Long Trailer," "Torch Song," "Easy to Love," "Fort Bravo," "All the Brothers Were Valiant," "Saadia' and "Rhapsody."

"Kiss Me Kate" is the first musical to be produced in 3-D, and "Fort Bravo" the initial production filmed in M-G-M's own wide screen process. In addition to the completed films, the sales heads will see sequences in CinemaScope from "Knights of the Round Table" and "Rose Marie." All of the pictures are in Technicolor, Ansco or Eastman color.

Honor Hodes

(*Continued from page* 1)

and Sam Rinzler of Randforce represented them in an address and presentation to the guest of honor.

The other speakers included president James R. Grainger of RKO, Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager; Edmund Walton, assistant to Grainger, and Len Gruenberg, metropolitan district manager.

Hodes joined RKO Radio in 1921 and became branch manager in 1944.

New Circuit

(*Continued from page* 1)

Fayetteville; Manor, Wilmington, and Park, Kinston.

Stellings has been associated with the theatre business here for years and was formerly connected with Stewart & Everett Theatres. P. G. Gossett, his partner in the new enterprise, has been associated with the textile supply business here.

'Eternity' Opening

(*Continued from page* 1)

in six performances on opening day at the same theatre by "Moulin Rouge," which holds the house record.

The theatre management announced late in the day that the picture had set a new opening day house record, topping such attractions there as "Quo Vadis," "African Queen" "The Quiet Man" and doubling the "Moulin" opening day total.

Oakland Critic On 1st Run Crusade

SAN FRANCISCO, Aug. 5.—Wood Soanes, drama editor of the Oakland "Tribune," has called upon the Chamber of Commerce to join in a crusade to get pictures into Oakland theatres before they play in San Francisco.

Soanes charged in his column that pictures shown in Oakland often are "milked dry at the box offices of San Francisco."

New Type Drive-In Offers Each Car an Individual Screen; Uses One Projector

KANSAS CITY, Aug. 5.—An experimental drive-in theatre providing an individual picture screen for each automobile, all screens served from a single projector located in the center of a semi-circle, has been opened at Urbana, Mo., by the inventor of the projection system, Tom F. Smith.

While a rear-screen projection method is used, Smith has declined to disclose details of his "Multiscope" projection method by which the single projector carries the same picture to as many as 42 individual screens installed in his "pilot" theatre.

The screens are 30 x 40 inches, placed seven to eight feet in front of each car, providing the same vision as that afforded by a 60-foot screen at a distance of 250 feet, it is claimed. The multiple projection is achieved by a multiple lens and optical reflecting devices, not mirrors, which would reduce clarity of the images.

Smith is a former exhibitor, sound and projection engineer, and was a radar and communications engineer during the war. Associated with him is his brother, Robert, also a projection and sound engineer, and electronics and communications specialist. The latter is associated with National Theatre Supply here. The drive-in innovation is proving popular with the public, they report, claiming its advantages over standard drive-ins to be less eyestrain, better vision and greater convenience.

Arbitration

(*Continued from page* 1)

should be no provision for arbitration of film rentals, pointing to the support that the SBC furnished on that point. He described all other issues to which Allied took an exception as "making a mountain out of a mole hill."

Asked whether an arbitration system could be adopted without Allied participation, he said it would be extremely difficult. He maintained that Allied represents a large number of theatres and that its cooperation would be necessary for a workable system.

As far as Allied is concerned, nothing can be done without the authorization of its board of directors. Wilbur Snaper, Allied president, said here yesterday that the board would not meet again until October, convening just prior to the association's national convention in Boston. Snaper declined to make any comment on the SBC report until he had read it in its entirety.

At the same time, it was learned that Abram F. Myers, general counsel and chairman of the board of Allied, also would make no comment pending a full study of the report and a conference with his board members. He indicated in Washington that it would be Monday at the earliest before he would make a statement.

Says TOA View Is Unchanged

Alfred Starr, president of the Theatre Owners of America, said here yesterday that TOA's position in strong favor of arbitration remains unchanged. He may elaborate on what TOA may do toward reviving arbitration talks at an industry press conference which he has called for this afternoon in TOA headquarters.

Other sources stated that the Senate group's stand on arbitration had created a more favorable situation and that hopes were high for a resumption of discussions.

19 Chairmen

(*Continued from page* 1)

Bra, MPAA; William B. Brenner, National Screen Service; Arthur Israel, Jr., Paramount; Charles Boasberg, RKO Pictures; James O'Gara, Republic and Harry Goldberg, Stanley-Warner.

Also: Al Lichtman, 20th Century-Fox; Max E. Youngstein, United Artists; A. W. Schwalberg, Paramount; Leon Goldberg and Adolph Schimel, Universal; and Samuel Schneider, Warner Brothers. Division chairmen are: exhibitors, Emanuel Frisch; RKO Theatres, Harry Mandel; trade papers, Martin Quigley; vendors, Charles O'Reilly.

German also announced that an organizational meeting would be held Aug. 20 at the Hotel Astor to make final plans for rallying support for the Oct. 1 dinner that will start the JDA drive in the amusement industry.

New Firm Files in N. Y.

ALBANY, N. Y., Aug. 5.—Film-Editorial-Lab, Inc., has registered here a certificate to conduct business in the State of New York. Incorporators are Raymond F. Angus of Ft. Lee, N. J., and Leonard McCombe and Howard Perry of New York.

A STATEMENT

From Republic Pictures Corporation

In order that there should be no mystery about Republic's policy in the "New Era Of Screen Dimensions" and no confusion in determining aspect ratios in connection with the production or projection of Republic product, we wish to bring these simple facts to all exhibitors:

1. REPUBLIC'S new pictures are being photographed so that they can be projected on either wide-screen or the conventional style screen.

2. REPUBLIC has adopted the 1.66 to 1 aspect ratio so that its new product can be projected on wide-screen with aspect ratios from the conventional size of 1.33 to 1 up to wide-screen ratios of 1.85 to 1. Theatres will find that they can choose one set of wide-angle projection lenses which can project aspect ratios of 1.66 to 1 up to 1.85 to 1, and merely change the projection aperture for the different aspect ratios.

3. REPUBLIC, in changing to a 1.66 to 1 aspect ratio, has not altered the actual picture frame from the conventional size but has composed its subject matter in production so that artists' heads and important subject matter within the picture frame will not be cut off when screened with the new wide-screen apertures.

4. REPUBLIC pictures can be projected on any wide-screen with a special wide-angle lens, a change in projection aperture to the proper aspect ratio, and more light for projection. This is true of *any* wide-screen method and information regarding the type of lens, projection apertures, and added light needed can be obtained from regular theatre service organizations.

5. REPUBLIC pictures can be projected by any theatre equipped with wide screen for CinemaScope with the right projection lens and the correct projection aperture aspect ratio. However, Republic pictures cannot be projected through a CinemaScope projection lens since this lens is a companion lens to the CinemaScope camera lens used in production.

6. REPUBLIC pictures now available for wide-screen exhibition are:

1. **FAIR WIND TO JAVA**
2. **CITY THAT NEVER SLEEPS**
3. **THE SUN SHINES BRIGHT**
4. **WOMAN THEY ALMOST LYNCHED**
5. **SAN ANTONE**
6. **A PERILOUS JOURNEY**
7. **THE LADY WANTS MINK**
8. **RIDE THE MAN DOWN**
9. **THUNDERBIRDS**
10. **OLD OVERLAND TRAIL**
11. **IRON MOUNTAIN TRAIL**
12. **SWEETHEARTS ON PARADE**
13. **CHAMP FOR A DAY**
14. **SEA OF LOST SHIPS**

FIRST IN FILM NEWS

MOTION PICTURE
DAILY

Accurate Concise and Impartial

VOL. 74. NO. 27 NEW YORK, U. S. A., FRIDAY, AUGUST 7, 1953 TEN CENTS

PRESIDENT KILLS TAX BILL; PROMISES AID IN JANUARY

S-W Deal Calls For $962,637 Cash Payment

Stanley Warner will pay $962,637 for the purchase of the assets of Cinerama Productions, Inc., it was disclosed here yesterday in a letter mailed to all creditors of Cinerama Productions.

It is understood the $962,637, or approximately that sum after adjustments are made, will be delivered to Cinerama Productions following court approval of the projected deal. Court action is expected on Wednesday when Stanley Warner's petition seeking to amend the Warner consent decree will be heard by Justice A. N. Hand at

(*Continued on page 2*)

Myers Finds SBC Report 'Hopeful'

WASHINGTON, Aug. 6.—Commenting on the preliminary report of the Senate Small Business subcommittee, Abram F. Myers, Allied States chairman and general counsel, in a bulletin to Allied members released yesterday said that "In the main the draft appears to be sound

(*Continued on page 3*)

C. Skouras in Deal For Station WINS

Charles Skouras, president of National Theatres, was identified here yesterday as a member of a group which has purchased New York radio station WINS from the Crosley Broadcasting Co.

Confirmation of the sale came from WINS, but WINS officials refused comment on the identity of the purchasers. WINS stated that an announcement will be issued today. However, it was learned from other sources that Charles Skouras is one of the principals. NT's only New York theatre is the Broadway showcase, the Roxy.

TNT Acquires Title Bout

The exclusive theatre TV rights for the Marciano-LaStarza heavyweight title bout, slated to be held at the Polo Grounds here on Sept. 24, have been acquired by Theatre Network Television, it was disclosed here yesterday by Nathan L. Halpern, TNT president, and James D. Norris, president of the International Boxing Club.

Under terms of the deal, the following areas will be blacked out for theatre TV; New York City Metropolitan area, Boston, Brockton and Lynn, Mass.; and Providence, R. I., and their immediate vicinities.

Despite the blacked out areas, TNT

(*Continued on page 2*)

TOA's Arbitration Stand Due Soon

Theatre Owners of America's policy in regard to pursuing an industry arbitration system or initiating new talks on the subject may be announced next week or as soon as president Alfred Starr can discuss the issue with some of the TOA leaders.

This was stated here yesterday by Starr who, upon being asked for comment on the Senate Small Business sub-committee's recommendation

(*Continued on page 2*)

Sidesteps Veto of Mason Bill in Issuing 'Memorandum of Disapproval'; Cites Loss Of Revenue, 'Unfairness' of Aiding One

WASHINGTON, Aug. 6.—President Eisenhower today "disapproved" the film admissions tax repealer, but promised that he would recommend reduction in the tax next year.

The President insisted that the basic causes of the industry's distress lie in new forms of competition.

The reason for his action, he said, is that it would be unfair to single out one industry for relief at this time, and he pointed to the fact that the excess profits tax on all business had just been extended for six months. Tax relief for one industry, therefore, would be unfair.

President Eisenhower estimated that repeal would result in a gross loss of revenue of $200 million and a net loss, after allowing for resulting increase in corporation income taxes, of between $100 million and $120 million per year.

The Presidential action was neither a veto, since Congress has adjourned and no veto message could be sent, nor a pocket veto, since a statement of reasons for failure to sign was presented.

The "memorandum of disapproval" was issued at the very time a delegation of film company executives was attempting to persuade Treasury Secretary Humphrey to change his mind about opposing the tax repealer.

The text of the Presidential "memorandum of disapproval":

"I am withholding my approval of H.R. 157, entitled 'To Provide That the Tax on Admissions Shall Not

(*Continued on page 3*)

Ballantyne to Show 3-D Package Mon.

OMAHA, Aug. 6.—The first demonstration of the Ballantyne Company's complete 3-D, stereophonic sound, wide-screen package will be given for upward of 100 engineers and theatre supply dealers in Omaha on Monday, at the Admiral Theatre.

Ballantyne's executive vice-president, J. Robert Hoff, will be host to the various studio engineers, circuit engineers and engineers from installation service groups and authorized Ballantyne dealers. He said that one of the most important pieces of equipment to be shown would be the company's new magnetic sound reproducer, details of which have not been previously disclosed. Two screens and the company's new lens will be shown and compared with some of the current wide-angle lenses.

Hoff emphasized that the Omaha

(*Continued on page 3*)

Fight to End Entire Levy To Continue, Says Compo

WASHINGTON, Aug. 6.—The campaign to have the motion picture theatres of the nation exempted from an admission tax of any type will be continued without abatement. This assurance was contained in a statement issued tonight by the Council of Motion Picture Organizations, which emphasized the fact that COMPO is not conciliated by President Eisenhower's reference to a possible "reduction in admissions tax" next year.

"After such a gallant and extraordinary fight that brought the industry within sight of victory," said the COMPO leaders, nothing is going to be taken for granted.

Colonel H. A. Cole, Pat McGee, Sam Pinanski, Trueman Rembusch and Robert W. Coyne, who have been in Washington these past several weeks directing the industry's efforts for repeal, are expected in New York early next week, and with Al Lichtman, one of the triumvirate who head COMPO, it is expected that discussions will be begun to renew the battle in order that a successful conclusion shall be had next time.

"We are disappointed," stated

(*Continued on page 3*)

Tax News Leaves Stocks Unchanged

Although the President's action killing the Mason admissions tax exemption bill was on the financial news ticker almost two hours before the closing of yesterday's stock market trading, film and theatre shares reacted but mildly to the news.

Trading was light in all amusement issues, with several closing at prices unchanged for the day, several off only fractionally and Columbia, Universal and Technicolor up fractionally.

Personal Mention

E. O. WILSCHKE, Altec operating manager, has returned here from Atlanta.

•

Harry Goldstein, Allied Artists eastern publicity manager, and **John Dervin**, sales manager of the company's subsidiary, Stratford Pictures, are in Washington from New York.

•

J. Raymond Bell, Columbia Pictures executive, has been elected a member of the board of directors of the New York chapter, Public Relations Society of America.

•

Joe Dumas, office manager of the Republic Atlanta exchange, has returned there from a vacation in Florida.

•

Charles Dietz, M-G-M press representative in Detroit, will arrive in New York today for a short vacation.

•

F. J. A. McCarthy, Universal Southern and Canadian sales manager, will return to New York today from Charlotte.

•

Bernie Mills of Equity Pictures will leave here over the weekend for Washington.

•

Ed Gallner, M-G-M field representative in Philadelphia, was in New York yesterday.

•

Lewis Allen, Paramount producer-director, will sail from here for Liverpool today aboard the S.S. Parthia.

•

Charlie Fortson, branch manager of Wil-Kin Theatre Supply Co., Atlanta, has returned there from Florida.

•

Conni Vincello, of Good Housekeeping Magazine, has returned here from her honeymoon in Havana.

•

Burt Lancaster will arrive here today from Hollywood.

Polaroid Glasses Not Banned in Chi.

The Polaroid Corp. of Cambridge, Mass., seeking to clarify some misunderstanding in the trade growing out of the ban on re-use of 3-D viewers in Chicago by Health Commissioner Herman N. Bundesen, reiterated yesterday that its polaroid glasses are not the type covered by the ban.

"The order prohibiting the re-use of 3-D viewers in Chicago," a spokesman for Polaroid Corp. said here yesterday, applies to plastic frame viewers of several kinds, none of which are made by the Polaroid Corp.

Brando Held in U. S.

Marlon Brando, who was to have sailed for Europe Wednesday on the S. S. Ile de France, was forced to remain here as a result of having lost his passport. He was unable to obtain a duplicate from Washington.

M-G-M Will Stress Elaborate Films

HOLLYWOOD, Aug. 6.—Conferences between studio and home office executives of M-G-M have resulted in the decision to emphasize the more elaborate type of films, it is reported here, with a consequent tapering off in quantity of the moderately-priced product.

Rev. Little Heads Legion of Decency

Rev. Thomas F. Little, assistant executive secretary of the National Legion of Decency, has been appointed executive secretary succeeding the late Very Reverend Monsignor Patrick J. Masterson. Announcement of the appointment was made yesterday by the Most Reverend Michael J. Ready, Bishop of Columbus and chairman of the Catholic Bishops' Committee on Motion Pictures.

Native of New York

Father Little was born in New York City and is a priest of the diocese of Brooklyn. He studied at Cathedral College Preparatory Seminary in Brooklyn and received his philosophical and theological training at the North American College, Rome. He attended the Gregorian University, Rome, where he received the degree of S.T.L. (Licentiate in Sacred Theology). Following his Ordination in Rome, in 1937, he returned to the United States and undertook a course of studies at the New York School of Social Work.

He has served in several parishes in the Diocese of Brooklyn, principally at St. Finbar's, in the Bensonhurst area, where he was attached for nine years. He was appointed assistant executive secretary of the Legion of Decency in 1947. He presently resides at St. Michael's Roman Catholic Church, Flushing, New York.

TV, Radio Campaign On 'War of Worlds'

Paramount is launching a radio-television saturation campaign on "The War of the Worlds," designed to blanket the U.S. Programming of the spot announcements is being tied in with the opening of the picture in 85 key situations in the Boston, New Haven, Albany, Buffalo, New York, Philadelphia, Pittsburgh and Washington exchange areas.

Start on 33 Stations

The campaign consists of packages of 10 one-minute spots and six 20-second spots with the continuity highlighting dramatic moments from the picture. It will have its start over 33 independent TV and radio stations and two networks in 30 cities.

The pattern was worked out by the Paramount staff under the supervision of Jerry Pickman, Paramount vice-president, in collaboration with Terry Turney and Don Thompson of General Teleradio, Inc.

TOA Stand

(*Continued from page* 1)

for an arbitration system, said that he first would like to have time to read the complete SBC report and then confer with TOA leaders on its implications. Although he is returning to his Nashville home tomorrow, Starr said he expected to be back in New York next week when he hoped to be able to clarify TOA's position.

Reiterating TOA's favorable stand on arbitration, Starr said that his association was ready to sit down with the distributors at any time to reopen discussions on procedure. He asserted the industry can't be helped by legislation nor is it a good policy to "air the linen" in Senate committees. He said he felt a strong need for the enforcement of the consent decrees, but that a great deal of the current controversies could be settled by a workable arbitration system.

Discusses New Media

Turning to new exhibition media, the TOA president said that the new techniques, in themselves, would not bring back the customers. They will not make a bad picture good, he said, adding that in his opinion 3-D was losing its novelty. In asserting that some of the stereophonic sound he had heard was too loud and that the cost of 3-D installations was too expensive for the smaller theatres, Starr quickly qualified his statement by contending that the research now in progress was a healthy trend.

In that respect, Starr bemoaned the lack of a coordinated research program by the industry. The stumbling block, he said, was the apparent unwillingness of the major film companies to pool their resources. Starr indicated that TOA may revive its once discussed project of initiating a research program. However, he placed the blame for the absence of such a project on the producers.

S-W Deal

(*Continued from page* 1)

the Elizabethtown, N. Y., courthouse.

According to the letter, the assets to be sold and transferred to the new Stanley Warner-Cinerama Corp. will consist chiefly of the rights that Cinerama Productions has in the production and exhibition equipment leased from Cinerama, Inc., all of the prints of the film "This Is Cinerama," the leases of the four theatres currently exhibiting "This Is Cinerama," and 700,100 shares of stock of Cinerama, Inc.

In addition to the cash consideration, the letter noted that Cinerama Productions will receive a percentage of the net income of motion pictures produced under its license from Cinerama, Inc., and an amount equal to the value of the inventory and prepaid items transferred by Cinerama Productions.

The letter also made mention of the Aug. 19th deadline, which will probably be extended if the court reserves decision. If the court on Wednesday renders a favorable decision, going along with the recommendations of the Department of Justice, the deal may be consummated on the same day.

UK Is Operating in 'Buyers Market,' They Tell Levy

British exhibitors feel that they are operating in a buyers' and not in a sellers' market, Herman Levy, general counsel of the Theatre Owners of America, said here yesterday. Levy returned this week from a month's stay in London where he studied the operations of the Cinematograph Exhibitors Association.

In this country, Levy said, exhibitors feel, and the facts are, that it is a sellers' market. He said that the idea was advanced to him by several British exhibitors that while the quality of the general run of British pictures is not such that it can compete with those from America, nevertheless they do increase the source of supply.

"It was because of that that I found there was not much objection to contributing to the subsidy fund, per se, but rather, to doing that in addition to the very high admissions tax," he said. "If the admissions tax is removed or reduced, it is my impression that objections to the contribution to the subsidy fund will be negligible."

In general, Levy said, the British box-office has not suffered the decline that it has in this country.

Title Bout

(*Continued from page* 1)

said it expected the number of theatres for this bout to exceed all previous attractions on theatre TV. The last major fight, also booked by TNT, was the Marciano-Walcott bout in September, 1952, which was carried in 50 theatres.

The selection of TNT as the theatre TV agency came amidst offers made by Box-Office Television, Inc., the new theatre TV programming firm, several national theatre circuits, and a bid for home television, made by the Gillette Razor Co. It is understood that TNT, in order to clinch the deal for theatre TV, had to guarantee from $105,000 to $125,000 to the IBC. Sales terms to theatres will be announced shortly, according to Halpern.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT . NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR . An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
THE MASTER OF BALLANTRAE
COLOR BY TECHNICOLOR
STARRING ERROL FLYNN
in person
ELLA FITZGERALD
GEORGE SHEARING QUINTETTE
The Amazing MR. BALLANTINE
THE FOUR EVANS
BOBBY SHERWOOD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PRESIDENT KILLS MASON BILL

Will Approve 'Reduction' Next Year

(*Continued from page* 1)

Apply to Moving Picture Admissions.'

"My reasons for taking this position are that we cannot afford the loss of revenue involved and that it is unfair to single out one industry for relief at this time.

"In my message to the Congress on May 20th, I said: 'Tax receipts will apparently fall considerably short of our necessary expenditures during the next fiscal year. In view of this fact, I have come to the conclusion that no reductions in tax rates should become effective during this calendar year.'

In accordance with this policy, the Treasury Department advised the chairman of the House Committee on Ways and Means and the Senate Committee on Finance of its opposition to this bill.

Cites "Need for Revenue"

"Because of the need for revenue I recommended an extension of the excess profits tax for six months and the extension has now been made. Tax relief for one industry now would be inconsistent with that action.

"It is estimated that the repeal of the admissions tax on motion picture performances, which has been on the books at the present rate since April 1, 1944, would result in a gross loss of revenue of $200 million. After allowing for a resulting increase in corporation income taxes, the net loss is estimated to be between $100 million and $120 million a year.

"It is not contended by the industry that the present scale of admission prices which reflects the 20 per cent tax is responsible for the existing distress situation in the industry. Indeed, the industry apparently expects in many cases to maintain the present price to consumers even though the tax is repealed.

"There is distress in large but not all segments of the industry. The basic causes of the industry's distress, however, arise from new forms of competition.

"A strong case can also be made for tax relief in other industries which are subject to high excise taxes, including other forms of entertainment subject to the admissions tax. If relief is to be given to motion picture theatres at this time it would not be fair to refuse relief to these other industries. If widespread relief were given, however, the loss in revenue would be very large.

"As I said in my message of May 20th, 'The wide variety of existing excise rates makes little economic sense and leads to improper discrimination between industries and among consumers. Specific proposals for a modified system of excise taxation will be included in the recommendations for tax revision that will be submitted to the Congress next January.'

"The Treasury analysis has already progressed to the point where I can say that I will include a recommendation for a reduction in the admissions tax in my proposals for a modified system of excise taxation. Action could be taken by the Congress early in 1954 and relief could be given at that time.

"It is for these reasons that I cannot give my approval to the repeal of the tax on admissions to motion picture performances. The country cannot afford a loss of revenue at this time. Furthermore, it would not be fair and would be discriminatory to give relief under a single excise tax and then only to one of the industries subject to that tax."

Exhibition Disappointed But Unbowed by Ike Stand

Expressions of regret and disappointment were registered by exhibition leaders in New York yesterday in the wake of President Eisenhower's disapproval of the Mason Bill which would have eliminated the 20 per cent Federal admissions tax. All voiced hope, however, that tax would be eliminated at the next session of Congress.

Wilbur Snaper, Allied States president, in a wire addressed to the tax committee of the Council of Motion Picture Organizations in Washington, declared, in part, "Be assured of continued support of all exhibitors in Allied to secure the passage of this bill so critical to our well-being."

Starr Fears Closings

Alfred Starr, president of Theatre Owners of America, told a press conference, "I was surprised at the action in view of the President's respect for Congress and the overwhelming vote it (the Mason Bill) received in both Houses." Starr said that the reversal will mean that more theatres are sure to close.

Many exhibition leaders took heart that President Eisenhower in his message spoke in favor of reducing the admissions tax, although disallowing it at this session of Congress. Matching Allied's pledge of cooperation was the wire to the COMPO tax committee sent by the Metropolitan Motion Picture Theatres Association. MMPTA president Manny Frisch declared that "everyone here is standing by ready to cooperate fully in your new plans to achieve a victory which must ultimately be ours." Snaper and Frisch, while expressing disappointment at the outcome, said the President's action was not a defeat, citing the "brilliant" and "magnificent" groundwork achieved by the COMPO tax committee

Many Executives in Capital

Comments of many industry leaders in New York were unobtainable yesterday due to their presence in Washington for COMPO's last ditch effort on behalf of the Mason Bill.

WASHINGTON, Aug. 6.—Abram F. Myers, general counsel of Allied States, commenting on President Eisenhower's veto of the admissions tax bill, said "I am bitterly disappointed and feel that if the bill had been for the relief of theatres in some foreign country perhaps it would have been approved. Apparently only American small businessmen are expendable."

Congressional comment was difficult to get, with most members out of town. In this category was Rep. Noah Mason (R., Ill.), author of the admissions tax repealer. Mason earlier had said that in his opinion a veto, if forthcoming, would be overridden by Congress "if Congress has a chance." Congress, out of session, does not have the chance.

"Next Year," Says Reed

Rep. Daniel A. Reed (R., N. Y.), chairman of the House Ways and Means Committee, said merely that his committee would consider the film tax repealers next year as a part of its broad program to revise all excise taxes, along with other tax laws.

Other legislators prominent in the fight to aid the industry refused to comment.

HOLLYWOOD, Aug. 6.—President Eisenhower's veto of the tax bill has not yet drawn comment from officials of major theatre circuits, the Association of Motion Picture Producers or the Motion Picture Industry Council. All prefer to make a more thorough study of the President's message.

Among the exhibitors who commented, Sherrill Corwin, of Metropolitan Theatres, declared: "I estimate that between two and three thousand theatres which stayed open in anticipation of tax relief will have closed before the subject again is taken up next year."

"We Must Tighten Our Belts"

Al Hansen, of Southern California TOA, said of his own circuit: "We have been keeping five of our seven theatres open, two of which should have been closed. We will probably close those two."

"We must tighten our belts," said Jerry Zigmond, of United Paramount Theatres, "We must look forward to the next period for tax relief.

Kansas City Board Bans 'Moon Is Blue'

KANSAS CITY, Aug. 6.—The five-member Kansas City board of appeal, by a majority vote today rejected "The Moon Is Blue" for showing in this city. United Artists had appealed from the decision of the city's motion picture reviewer which would have permitted the showing, but which required deletion of two portions of the dialogue.

The board, after reviewing the picture, made its rejection in toto.

The picture is booked for September showing in several places outside of Kansas City in Missouri.

Compo

(*Continued from page* 1)

Colonel Cole, McGee, and Coyne, "but we are far from being defeated. We realize the problem that President Eisenhower has had to face in considering relief for our industry. We regret that he has not viewed the matter differently. His very statement of itself indicates that he realizes relief is necessary. We know that repeal of the 20 per cent admissions tax is vital for the continuance of the industry and we are not going to give up the fight until this relief shall be had."

The committee which remained in Washington for a conference following the announcement of the decision had the warmest praise for the state and congressional committees and for the Congress who assisted in an uphill fight and who earned the "lasting gratitude" of the industry.

Colonel Cole of the Tax Committee stated: "It is our pledge to repay our friends in Congress who did their utmost to win our case by continuing this fight. Every industry with a problem should take comfort from our experience."

Myers Finds

(*Continued from page* 1)

and should prove helpful to the exhibitors."

The draft called for resumption of industry arbitration conferences and offered the conclusion that film rentals are not arbitrable. Allied rejected last year's industry arbitration draft largely on the ground that it failed to provide for arbitration of film rental disputes.

Myers said that his comment on the final report of the subcommittee would be made in the near future. His comments in the current bulletin are directed almost entirely at the subcommittee's criticism of Allied and its leaders for breaking off arbitration discussions last year. Myers reviews the record on this, showing that he made alternate recommendations to the Allied board and a "plus and minus" report to the Chicago convention last year before both the board and convention rejected the arbitration draft. In the face of this, he says, the subcommittee's conclusion "is beyond comprehension."

"Somewhere along the way," Myers says, "Senator Schoeppel, the committee chairman, ceased to be objective and became a partisan in connection with this detail of the draft."

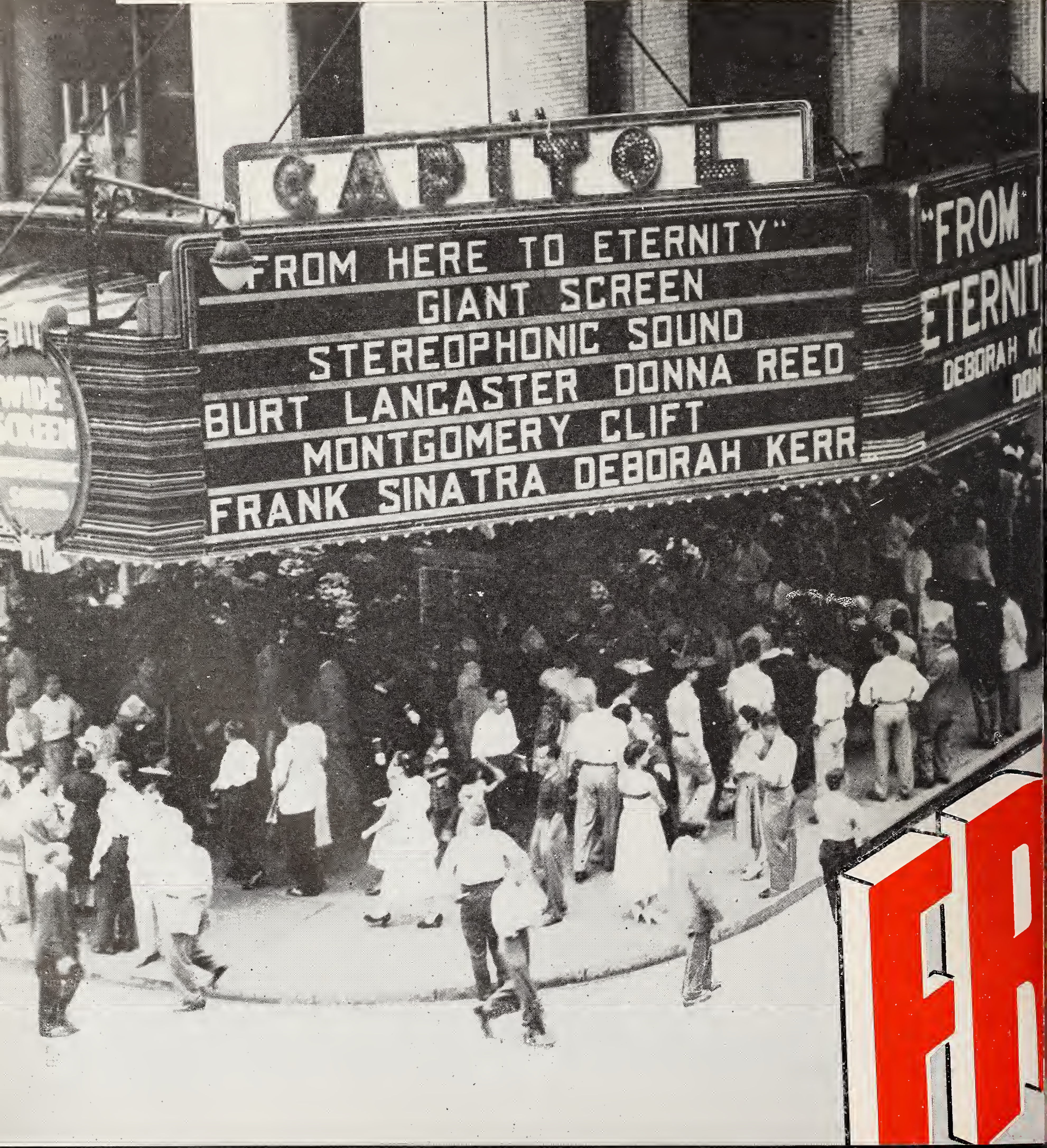
Ballantyne Showing

(*Continued from page* 1)

showing is only for engineers and dealers. "We will follow up within a short time with a demonstration in New York which will be open to the press, theatre operators and other interested people and organizations. Other demonstrations across the country will follow," he said.

Films for the demonstration will include a Columbia short in 3-D, scenes from 20th Century-Fox's "Gentlemen Prefer Blondes" and excerpts from Columbia's "Let's Do It Again" plus other selected new films.

THE BIGGEST OPENING
34 YEAR HISTORY OF


CAPITOL
"FROM HERE TO ETERNITY"
GIANT SCREEN
STEREOPHONIC SOUND
BURT LANCASTER DONNA REED
MONTGOMERY CLIFT
FRANK SINATRA DEBORAH KERR
"FROM
ETERNIT
DEBORAH K
WIDE SCREEN
FR

DAY'S BUSINESS IN THE
THE CAPITOL, NEW YORK!

TO
WIDE SCREEN
LANCASTER
TGOMERY CLIFT
NK SINATRA
GREYHOUND

OM HERE TO ETERNITY

starring

BURT LANCASTER · MONTGOMERY CLIFT

DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH · Based upon a novel by JAMES JONES · Produced by BUDDY ADLER · Directed by FRED ZINNEMAN

FROM COLUMBIA!

The sound that c-r-e-a-k-s across the room

TODAY sound keeps pace with action ... fills first one area, then another, then all of the screen with rich 3-dimensional reality.

Here again is proof positive of the solution of complex problems of production, processing, and projection—many of them met and solved by an alert industry working in co-operation with complete facilities such as the Eastman Motion Picture Film Service. Branches are located at strategic centers; inquiries invited.

Address: *Motion Picture Film Department*
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 28 NEW YORK, U. S. A., MONDAY, AUGUST 10, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE industry's genuine disappointment at President Eisenhower's cancellation of the action by Congress exempting motion picture theatres from the 20 per cent Federal admissions tax was tempered somewhat by the President's promise to recommend a reduction of the tax next January.

The Congress already having expressed itself on the subject, the President's promised action is tantamount to guaranteeing hard-pressed exhibitors a measure of tax relief next year. Whether that will satisfy either the nation's exhibitors or their good friends in Congress remains to be seen.

Both feel that the tax should be eliminated, not reduced.

•

The industry understands and accepts the President's stated reasons for withholding his approval of the Mason Bill. It regrets, naturally, that the President failed to fully recognize the exceptional aspects of exhibition's predicament and that he was unable to accept the industry's contentions that elimination of the tax was not contrary to his tax-relief-next-year policy, that it would not result in loss of revenue to the Treasury and that it would not be unfair or discriminatory in view of the fact that no other industry subject to Federal excise taxes was able to demonstrate to Congress, as exhibition did, that its case not only was unique but urgent.

•

That the President was unable to fully recognize exhibition's problem was clearly indicated in his statement in which he said the "basic cause of the industry's distress arises from new forms of competition," more than from the tax.

It is not easy to follow the President's reasoning that the distress he noted is any less deserving of relief, in consequence. And it is worth noting that the new form of competition which has most affected theatres is not burdened

(*Continued on page* 2)

FCC Opens Way for Approval of NTSC Color TV System

WASHINGTON, Aug. 9.—The Federal Communications Commission took the first step in what observers predict will be reasonably fast approval of the National Television System Committee's compatible color television system.

The FCC announced "rule-making proceedings" looking toward the adoption of new rules for color television transmission.

The commission noted that it had approved the Columbia Broadcasting System "field sequential" system in 1950, but that nobody in the television industry is doing anything with it. Even CBS has told the commission it has no plans to push its system, which cannot be received on present sets without adapters either in color or in black and white. The NTSC system, on the other hand, is "com-

(*Continued on page* 7)

Film Financing on Upswing in N.Y.

Bank loans to independent producers are on the upswing after a comparatively quiet period following the advent of 3-D and wide-screen.

The reason advanced by one banker is that the independents believe that the turmoil created by the first 3-D pictures has settled down and that they realize that the new media are not a threat. In other words, he said, the situation has levelled off and those producers who were afraid to go ahead with a project that might be

(*Continued on page* 7)

4 Broadcasters Ask FCC to Decide on Subscription TV

NEW BRUNSWICK, N. J., Aug. 9.—Four broadcasters with television construction permits have petitioned the Federal Communications Commission to rule on subscription television for the public, according to an announcement by the Home News Publishing Co., grantee of UHF channel 47, WDHN-TV, here.

The petition marked the first such move in support of pay-as-you-see television made by broadcasters to the FCC, which has pending before it the petition of the Zenith Radio Corp., in behalf of Phonevision. The Zenith bid has been pending for more than a year.

Allying itself with the Home News Publishing Co. in its petition were the following UHF broadcasters: Pennsylvania Broadcasting Co. (WIP-Gimbels); Stamford-Norwalk

(*Continued on page* 7)

Multi-Tongue Films Big Asset: King

Multi-language pictures may be one answer to rising production costs, producer Frank King said here at the weekend after completing "The Carnival Story" in Munich in both English and German versions. King Brothers Productions is so convinced of this belief that its next picture, "The Boy and the Bull," will be made in English, German and Spanish simultaneously, with a different set of stars for each, he said.

"It makes sense," King pointed out,

(*Continued on page* 7)

AFM Demands Kill Clips With Music on 'Today'

Current royalty demands of the American Federation of Musicians on the use of film clips on TV has caused Cameo Curtains, Inc., to select film reels which have no musical background for its five-minute show on NBC-TV's "Today," it was learned here at the weekend.

Cameo Curtain's five-minute "Today" segment will feature clips from current productions of major studios and will be telecast in 22 markets. A Cameo spokesman said in order to avoid any dispute with the AFM, Cameo is selecting dramatic clips. Those reels with musical backgrounds, he went on, are being eliminated for telecasting. The studios cooperating in the venture, according to the spokesman, already include Paramount, Universal, 20th Century-Fox, RKO Radio Pictures, Lopert, the IFE Releasing Organization, and J. Arthur Rank. He said that negotiations are currently under way with M-G-M and Warner Brothers.

Cameo's avoidance of film with musical background highlights the problem of ABC-TV, which has concluded a preliminary agreement with the Motion Picture Association of America to produce a series of half-hour shows promoting the film industry. Featured in the projected ABC-TV series, according to announced plans, will be film clips of current Hollywood productions. It is understood that ABC-TV representatives have initiated ex-

(*Continued on page* 7)

Compo to Map Financing of New Drive

Meets Here This Week; Scan Other Activities

A program to underwrite a renewed drive to eliminate the 20 per cent Federal admissions tax, at the next session of Congress, will be blueprinted here this week, probably on Wednesday, when the governing triumvirate of the Council of Motion Picture Organizations meets.

Slated to confer with Al Lichtman are Trueman Rembusch and Sam Pinanski, the latter two due in from Washington, where they led the campaign in behalf of the Mason Bill. The three comprise the governing triumvirate of COMPO.

One of the major items on the agenda will be the replenishment of the COMPO treasury. While it is known that COMPO raised more than

(*Continued on page* 6)

Skouras Team Buys WINS for $450,000

The purchase price of New York radio station WINS was put at $450,000, according to a weekend announcement by WINS, which listed Charles Skouras, president of National Theatres, as a member of the three-man purchasing group. The others are West Coast radio and TV broadcasters J. Elroy McCaw and Jack Keating.

The sale, it was pointed out, is subject to the approval of the Federal Communications Commission. McCaw,

(*Continued on page* 7)

Film Shares Steady In Friday's Market

Amusement shares on the New York Stock Exchange Friday appeared to have weathered President Eisenhower's veto of the admissions tax repeal bill. Only fractional changes were registered in the day's trading, with closing prices reflecting some gains as well as losses.

Trading in most issues was light, with the exception of Columbia preferred, which had a 15,000-share turnover, and RKO Pictures with sales of 20,200 shares.

Personal Mention

HENRY KOSTER, 20th Century-Fox director, will fly to New York today from Hollywood.

•

RICHARD M. WESTEBBE, son of MAX WESTEBBE, RKO Radio branch manager in Albany, N. Y., has been awarded a Fulbright Fellowship for the 1953-54 academic year at the Higher Institute of Economics in Rotterdam, The Netherlands.

•

CHARLES GAUDINO, assistant manager of Loew's Poli, New Haven, will leave there on Saturday with MRS. GAUDINO for a vacation in Mexico.

•

SAMUEL GOLDWYN, accompanied by MRS. GOLDWYN, will be in Copenhagen today from Paris. They will visit Scandinavian cities before returning to Paris.

•

PHIL GRAVITZ, M-G-M exchange manager in New Haven, will leave there the latter part of this month for a vacation.

•

ALEX SCHIMEL, of the Universal-International exchange in New Haven, has returned there from Grossinger's, N. Y.

•

S. P. EAGLE, producer, will arrive in New York by plane today from London.

•

SID COOPER, United Artists exchange manager in New Haven, has returned there from Swan Lake, N. Y.

•

RICHARD TODD is in Boston today from New York.

WB to Seek Out Big Stories for Screen

HOLLYWOOD, Aug. 9.—A continuing policy of seeking up-to-date stories for screen production was outlined here by Warner Brothers, which purchased Edna Ferber's "Giant," and Leon Uris' "Battle Cry" recently.

"Warner Brothers welcomes all authors and their representatives with story material to submit," Jack L. Warner, vice-president in charge of production, stated in summing up the studio policy. "We recognize that in a very literal sense 'the play is the thing,' " he added, "and that fine motion pictures can be made only from fine stories."

Other properties recently purchased by WB include: "Dial M for Murder," "Western Story," "Mr. Roberts," "East of Eden," and "Mississippi Woman."

'Time' at 6 N.Y. Houses

"High Time," Italian picture starring Patrizia Mangano, will be presented, starting Wednesday, at six theatres in Metropolitan New York—the Midtown, RKO-81st Street and Trans-Lux 85th Street in Manhattan, the Astor and Vogue in Brooklyn and the Ascot in the Bronx.

$1,237,000 Gross For 'Blondes'

Twentieth Century-Fox's "Gentlemen Prefer Blondes" has grossed $1,237,000 to date and is running ahead of "The Snows of Kilimanjaro" and "David and Bathsheba," two of the company's biggest grossing pictures, 20th-Fox revealed at the weekend.

Currently in its fourth week at the Roxy here, the picture broke the opening day record at the Chinese in Los Angeles and is being held over in other situations, the company reported.

New Minimum Wage Schedule in Mass.

BOSTON, Aug. 9.—New wage law in Massachusetts sets 65 cents an hour as minimum scale. The only changes necessary which affect theatres are as follows:

Inexperienced candy sales girls who have been receiving 60 cents an hour have been increased to 65 cents. Experienced candy sales girls who have been receiving $27 a week for 36 to 44 hours are limited to a maximum of 41½ hours per week for a $27 wage. Inexperienced office help who have been scheduled at 60 cents an hour have been boosted to 65 cents.

The new minimum wage scale does not affect ushers.

Starr to Interview At 'Love' Debut

Celebrity friends of the late Grace Moore will be interviewed tomorrow night at the Normandie Theatre here by Martin Starr of radio station WINS in connection with the world premiere of Warner Brothers' "So This Is Love," which stars Kathryn Grayson. Among those who are expected to attend the opening are Tallulah Bankhead, Mary Martin, Jane Pickens, Ilka Chase, Cornelia Otis Skinner, Deems Taylor and others. The radio interviews will be recorded and broadcast over WINS on Wednesday from 7:30 to 7:45.

5 in CinemaScope Now Being Lensed

Twentieth Century-Fox's CinemaScope production schedule is moving into high gear, with the start of production in Rome of "We Believe in Love," the company announces.

Five CinemaScope pictures, it was stated, are now before the cameras. The others are "River of No Return," "King of the Khyber Rifles," "Hell and High Water," and "Prince Valiant," the latter two being near completion. "The Robe," the company's first CinemaScope production, is slated for its world premiere on Sept. 16 at the Roxy Theatre here.

Takes RCA Int'l Post

Emil A. Mesics, formerly with the Otis Elevator Co., has been named director of personnel for the RCA International Division.

Tradewise . . .

(*Continued from page 1*)

with a 20 per cent Federal excise tax.

The President's action means delay, not defeat.

It detracts nothing from the magnificent accomplishment of the Council of Motion Picture Organizations, its leaders, tax campaign managers, its field organization and the great body of exhibitors throughout the country who responded so effectively to every campaign call made upon them.

The overwhelming acceptance of the industry's case by key Congressional committees and by both Houses of Congress stands as a monument to the complete success, insofar as united effort could be dedicated, of the COMPO campaign. It will stand the industry in good stead in Congress in the months to come.

•

COMPO's effectiveness has been proved. It is up to all branches of the industry now to make its future secure.

In retrospect, the tax campaign was an excellent opportunity for the friends of the industry to stand up and be counted. We all know who they are. Let us not forget them.

Nor should the uniquely and consistently hostile attitude of the New York "Times" and several other publications toward repeal of the admissions tax be overlooked in this exercise.

A tendency of the "Times" to underplay favorable motion picture news; to "play up" adverse news of the industry and, at all times, to make of television a favored child, by comparison, should not go unnoticed.

•

The contribution of the "Times" to the industry's tax repeal campaign was three unfriendly news stories, each featured on page one; two antagonistic editorials, one calling for a veto of the Mason Bill; the other, last Friday, approving the veto, and a lengthy, adversely argumentative feature column by the "Times" film editor.

For an influential newspaper such as the "Times," published in the heart of the entertainment industry, New York, to persist in a policy so patently hostile to motion pictures, is a matter of proper concern to the industry.

In a time of stock-taking it is an item which should not be overlooked.

Fabian and Spingold Head Groups for 'Tucker Jubilee'

Si Fabian, president of Stanley Warner and Fabian Theatres, and Nate Spingold, vice-president of Columbia Pictures, have been named committee chairmen of the motion picture industry's participation in the "Sophie Tucker Golden Jubilee" testimonial dinner here on Oct. 4. The dinner, to be held at the Hotel Waldorf Astoria, will mark Miss Tucker's 50th year in show business.

Harry Brandt, coordinating chairman of the event, also has announced the following committee chairmen in their respective fields:

Lou Walters, night clubs; Conrad N. Hilton, hotels; Helen Hayes, artists; Jennie Grossinger, resorts; Richard Walsh, theatrical unions, and John Golden, theatre arts. Committee chairmen for the radio, television, music publishing and restaurant industries will be announced shortly.

The dinner is being sponsored by the Jewish Theatrical Guild, with seven other theatrical charities participating in the proceeds.

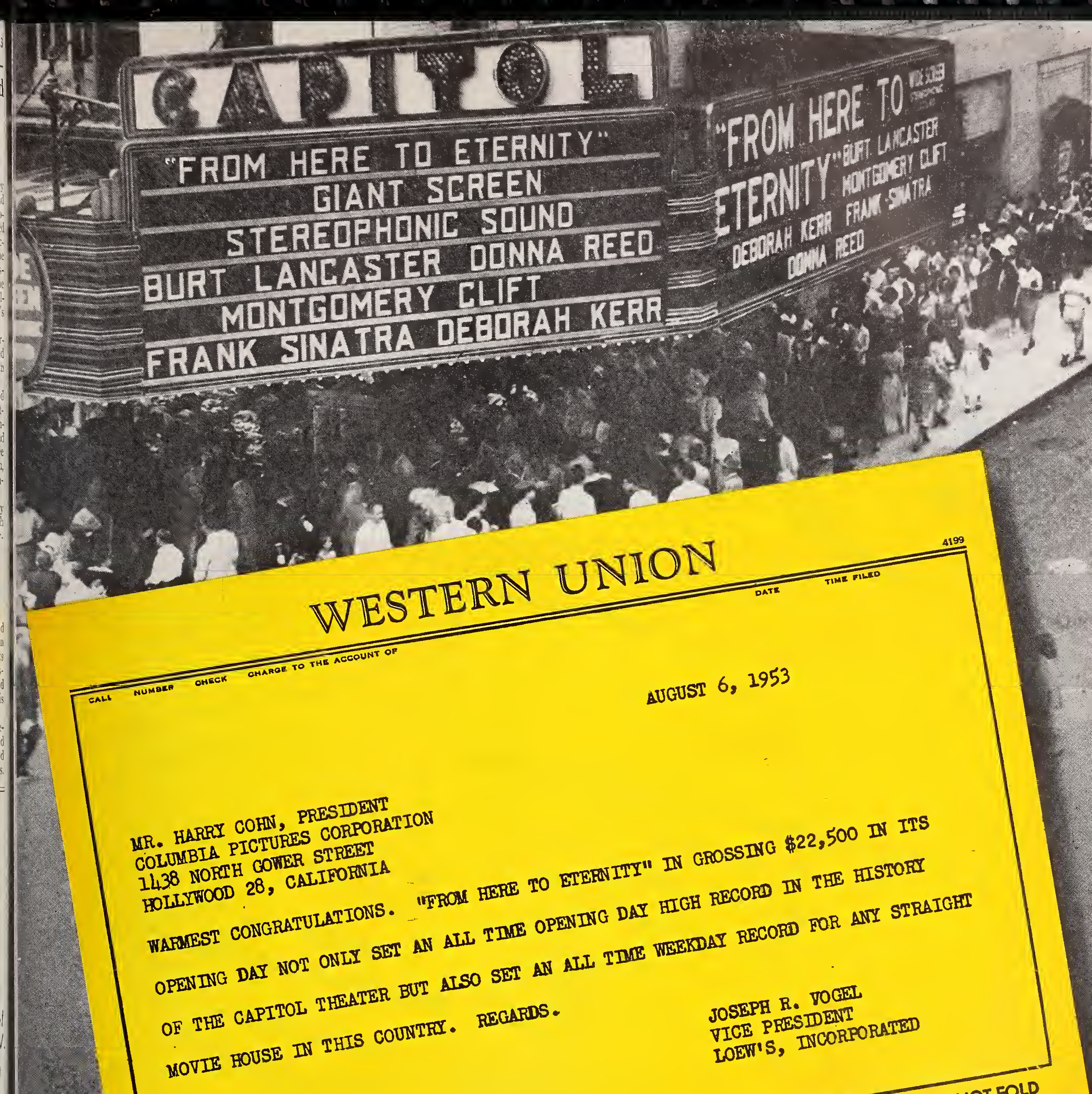
TV and Radio Spots For 'Scoutmaster'

Twenty-four television trailers and radio spot announcements have been prepared by 20th Century-Fox for its national saturation campaign on "Mister Scoutmaster," which is scheduled to go into 700 situations late this month.

The lineup consists of eight one-minute TV trailers, four 20-second TV trailers and eight one-minute and four 20-second radio transcriptions.

robert
goldfarb
agency
makes its personnel appearance NOW.
the only placement specialists serving the amusement industry exclusively.
filling all company requirements for commercial positions from trainee to management.
1650 broadway, n.y.
plaza 7-8050

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver. Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


CAPITOL
"FROM HERE TO ETERNITY"
GIANT SCREEN
STEREOPHONIC SOUND
BURT LANCASTER DONNA REED
MONTGOMERY CLIFT
FRANK SINATRA DEBORAH KERR
"FROM HERE TO ETERNITY" BURT LANCASTER MONTGOMERY CLIFT FRANK SINATRA DEBORAH KERR DONNA REED
WESTERN UNION
4199
DATE
TIME FILED
CALL
NUMBER
CHECK
CHARGE TO THE ACCOUNT OF

AUGUST 6, 1953

MR. HARRY COHN, PRESIDENT
COLUMBIA PICTURES CORPORATION
1438 NORTH GOWER STREET
HOLLYWOOD 28, CALIFORNIA

WARMEST CONGRATULATIONS. "FROM HERE TO ETERNITY" IN GROSSING $22,500 IN ITS OPENING DAY NOT ONLY SET AN ALL TIME OPENING DAY HIGH RECORD IN THE HISTORY OF THE CAPITOL THEATER BUT ALSO SET AN ALL TIME WEEKDAY RECORD FOR ANY STRAIGHT MOVIE HOUSE IN THIS COUNTRY. REGARDS.

JOSEPH R. VOGEL
VICE PRESIDENT
LOEW'S, INCORPORATED

PLEASE WRITE OR TYPE MESSAGE PLAINLY WITHIN THE BORDER—USE BLACK INK OR PENCIL—DO NOT FOLD

FLASH! AS WE GO TO PRESS - - A NEW SECOND DAY RECORD IS SET WITH A PHENOMENAL $21,126....!!!

RC

First again in

First

3-D Stereophonic* Sound Recording
Warner Bros.
"House of Wax"
*Warnerphonic

First

"on location" Stereophonic Sound Recording
Warner's "Charge at Feather River"
(filmed and recorded* in California)
*Warnerphonic
Columbia's "Miss Sadie Thompson"
(filmed and recorded in Hawaii)

First

choice for Current Productions

RKO's "Second Chance"
"Devil's Canyon"

Columbia's "5,000 Fingers of Dr. T."
"The Stranger Wore a Gun."

A

Motion-Picture Progress

First

choice of the nation's finest theatres and circuits

Radio City Music Hall
New York's Astor Theatre
Cleveland's Hippodrome Theatre
Comerford Theatres
Coston Theatres
Fabian Theatres
Goldman Theatres
Hunt Theatres
Interstate Theatres of Texas
Latchis Theatres
Loew's Theatres
RKO Theatres
Standard Theatres
Stanley Warner

And many other top names in chains and theatres

First

to bring realism to every seat in the house

Only RCA offers stereophonic sound that fills every seat in the house with RCA's living, 3-dimension sound. Only RCA offers all-new speaker design, engineered by experts in all phases of sound reproduction. If you've ever heard RCA's Stereophonic Sound, you know it's a new thrill for even the most seasoned theatre man.

Check with your RCA Dealer now for information on RCA Stereophonic Sound. And you'll do well to give him your order at the earliest possible minute—to insure early delivery.

RCA STEREOPHONIC SOUND

RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT ***CAMDEN, N.J.***

Compo to Map

(*Continued from page 1*)

$300,000 in last year's dues collection drive, including distributions' 50 per cent share, it is understood a greater portion of that sum was spent during the 14-month campaign against the Federal admissions tax, a drive that saw the Mason Bill pass both Houses of Congress only to be killed by President Eisenhower's "disapproval."

In addition to beginning preparations for the January tax elimination campaign, the COMPO leaders undoubtedly will examine proposals for other and new activities for the organization. Among these, it is being suggested, is a comprehensive public relations campaign designed to better the lot of the imperiled small theatres across the country, in more dire straits now than ever because tax relief has been denied them.

It is being urged that COMPO might, on both local and national levels, conduct public relations programs aimed at winning new patronage for the theatres in jeopardy in an effort to prevent them from closing. Tax campaign estimates were that several thousand theatres, without tax relief, would have to close in the next six months.

Few avenues of assistance other than those that COMPO might devise, are available to such theatres, it is pointed out. Raising admission prices is out of the question, the industry is agreed. If the traffic would have borne increases, they would have been made long before now. The admission tax freezes the price ceiling for thousands of small theatres, with any increase being met by a falling off in attendance with a resultant gross lower than that which prevailed before the prices were raised.

Alfred Starr, president of the Theatre Owners of America and head of a circuit of more than 50 theatres, said that the average patron would have to side-step motion pictures entirely if prices were increased. As it is, Starr said, by the time a family man has bought groceries, paid an installment on his TV set or other commodity, he doesn't have much left for pictures. A further boost would make it necessary for him to cut theatres off his diversion list completely.

May Resume "Roundtables"

The COMPO board also will consider resumption of Coast roundtable meetings for an exchange of views between exhibitors and producers. Such a roundtable was to have been held this year but tax campaign activities prevented such COMPO leaders as Pat McGee and H. A. Cole, campaign chairmen, and Robert Coyne, COMPO special counsel, from attending.

Assistance also may be provided by COMPO to regional organizations combating threats of local and state taxes on admissions, where such aid may be required, it is suggested.

Ayrey in S-W Post

PITTSBURGH, Aug. 9.—Appointment of Rav C. Ayrey as contact manager for Stanley Warner's Pittsburgh zone has been announced by M. A. Silver, zone manager. Ayrey has been with the organization for 20 years.

Reviews

"Island In the Sky"

(*Warner Bros.—Wayne-Fellows*) *Hollywood, Aug.* 9

UNTIL and unless John Wayne's tremendous personal drawing power thins out, which would be a sorry day, indeed, for show business, there isn't much point in undertaking to evaluate any single one of his pictures in terms of any other one, or group, or of pictures in general. For the fact that Wayne is in a picture is the fact of primary importance to the person contemplating the purchase of a theatre admission-ticket, no matter what the picture is about or who is in it with him or whatnot. That's the fact that figures predominantly in the present case, because this picture, without Wayne, would be simply a string-straight presentation of a dramatic and suspenseful incident in the lives of several transport-plane pilots, interesting to plane-minded people but possibly not especially so to many others. With Wayne, of course, it's box office. And with WarnerPhonic sound, as previewed in Hollywood, it blows up a real storm.

The picture, a Wayne-Fellows production, directed by William A. Wellman, whose skill in the directing of stories about airplanes goes back to his "Wings," the first Academy Award-winning production, opens with pilot Wayne of a military transport, civilian-manned, drifting off his course near Greenland and crash-landing in an uncharted Arctic waste with crew intact and with motor jammed. When their batteries are exhausted the crew resorts to hand-driven broadcasting equipment to keep a weak signal going out in hope of attracting rescue. Their hardships, and those of the pilots who fly the Arctic day after day and at night in search of them, make up the story.

The story is by Ernest K. Gann, himself a transport pilot, who also wrote the script.

The cast includes Lloyd Nolan, Walter Abel, James Arness, Andy Devine, Allyn Joslyn, James Lydon, Harry Carey, Jr., Hal Baylor, Saen McClory, Wally Cassell, Gordon Jones, Frank Fenton, Regis Toomey and others.

Running time, 109 minutes. General audience classification. Release date, Sept. 5.

WILLIAM R. WEAVER

"Three Girls from Rome"

(*I.F.E.*)

AS a tale of romance and adventure, "Three Girls from Rome" is endowed with a certain freshness of approach and honesty of mood that makes it highly satisfying entertainment. Scattered throughout this story of the romantic involvements of three attractive working girls of Rome are light humorous touches, plus some candid background glimpses of the ageless city itself. What is most striking about this English-dubbed importation is that its entertainment elements have been so blended as to have an immediate appeal to the general film-going public in America.

The three girls of the title are Lucia Bose, Cosetta Greco and Liliana Bonfatti, all seamstresses working under the same roof. The story and screenplay by Sergio Amidei gains its interest by elaborating on the romantic lives of each, and weaving the threads into one dramatic fabric. Thus a richness of variation develops as many problems arise for the girls. En route to their solution and the happy ending are adventures that are entertaining and amusing.

An Astorial Film production, it was directed by Luciano Emmer.

Running time, 85 minutes. General audience classification. Release, in August.

"The Stranger Wore A Gun"

(*Columbia*)

THIS doesn't advance the cause of 3-D or westerns. It has violence a-plenty, even to the point of sadism, saddled onto a weary western plot. Even as 3-D, this is deficient. It is filmed too much in low key; there are too many night scenes, and too many dimly lit interiors. Despite some trite and obvious 3-D tricks, guns and such fired into the audience, the dimensional effect is too often not apparent.

The story has Randolph Scott as a Confederate spy, working for Quantrell's raiders in their infamous, murderous raid on Lawrence, Kansas. Repelled by their barbarity, he seeks a different life; but even after the war, on a river boat, he is forced into a fight, and flees West, a wanted man. Settling in Prescott, Arizona, a rough town, he is immediately hired by gang leader George Macready, to spy on the local stage coach. His hidden change of heart, however, leads him to attempt outwitting both Macready and rival gangster Alfonso Bedoya. He sets the gangs fighting each other; but Macready and two of his toughest men survive, and then it is a showdown. Scott outguns vicious Lee Marvin, then he drops Ernest Borgnine, and finally, in the blazing inferno of the gambling room-bar, shoots Macready.

Claire Trevor provides some familiar western-type romance as the gambling lady who pursues and befriends Scott, while he wrestles with conscience and thoughts of Joan Weldon, daughter of the stage coach owner.

Harry Joe Brown produced with Scott as associate producer. They were assisted by Herbert Stewart. Andre De Toth directed from a screenplay by Kenneth Gamet based upon "Yankee Gold" by John M. Cunningham.

Running time, 83 minutes. General classification. Release, in August.

'Sea' Premiere Tonight

Sir Henry Hobson, British consul general in New York, and Lady Hobson will act as hosts at tonight's invitational premiere of "The Cruel Sea" at the Fine Arts Theatre here.

Bailey Apollo to Alger

CHICAGO, Aug. 9. — The Alger circuit has taken over sole operation of the Apollo, Princeton, Ill., from the Bailey circuit. The two organizations had owned the theatre jointly.

In the THEATRE Equipment World . . .

. . with RAY GALLO

"MINUT-BUN BAR" is the name of a new sandwich serving unit developed for the National Minut-Bun Council by Helmco, Inc., both in Chicago. The unit is designed to permit rapid service of hot meat sandwiches in a toasted bun. It has toaster heads which cut and toast a pocket into the buns, and warming wells to keep food at constant serving temperatures. Attendants simply place the food into the bun by ladles and serve the sandwiches either in bags or napkins. Meats used for the sandwiches are pre-cooked, packed and branded by the company. Details on securing the units can be secured by writing the Council at 333 North Michigan Ave., Chicago.

•

Walter Frick

Walter Frick has been appointed sales and service engineer for the Strong Electrick Corp., Toledo. In that capacity he will travel the entire country, contacting Strong dealers handling projection arc lamps, rectifiers, and spotlights for the theatre field. Frick was recently in charge of the six U. S. Army Post theatres at Camp Gordon, Ga.

•

The Charles E. Hires Co., Philadelphia, has announced a new series of animated cartoon film trailers in color designed to boost the sale of refreshment products at drive-in theatres. In addition to promoting Hires' root beer, the films include references to popcorn, candy, sandwiches and ice cream.

•

Joseph Caldwell, Jr., has been appointed assistant general sales manager for Mills Industries, Inc., Chicago manufacturers of automatic ice cream freezers, refrigerated bottle and soft drink dispensers, and vending machines. Caldwell has served with Forest Electric Co., Essex Wire Corp. and Jefferson Electric Co.

•

A new pattern for its runner floor matting, incorporating a "snowflake" design in 8 different colors, has been introduced by the American Mat Corp., Toledo. Called "Sunny Hue," the new design consists of white flakes on any one of the following colors: Sandalwood, Seafoam green, Russet, Forest green, Mist gray, Lipstick red and Ebony. The runner will also be made in White Sand, with flakes in a wide range of colors. It is made of rubber and is available with cross ribs in 23- and 35-inch widths and also in long-ribbed style in 34-inch widths. Both are 7/32-inch thick and come in rolls of 30- or 60-foot lengths. The ribs are open on the ends to permit ease of cleaning.

FCC Opens

(*Continued from page* 1)

patible," in that it can be received on existing sets as black-and-white without adapters.

FCC also said that in approving the non-compatible system it had left the door open for any satisfactory compatible system.

Radio Corporation of America, Philco, National Broadcasting, Sylvania Electric, General Electric, and Motorola as well as NTSC, have all petitioned for approval of the NTSC system.

Interested parties have until Sept. 8 to submit arguments in writing, and some time thereafter the FCC will set dates for further proceedings. Industry observers believe there will be no opposition to substitution of the NTSC system for the CBS system, and that the commission will approve the NTSC system.

Industry sources expect final approval of the system within a few months but say that commercial color telecasts on any significant scale may be delayed for as much as six months longer.

High Cost a Problem

Cost of the first color sets will be one obstacle, with receivers comparable to present 14-inch sets expected to bear $900 or $1,000 price tags. As quantity production begins, the price is expected to slide and the screens to get bigger until color sets cost perhaps 25 per cent more than present-day black and white receivers.

Action of the commission in taking the first step toward approval of the NTSC system was termed "gratifying" by Rep. Charles A. Wolverton (R., N. J.), chairman of the House Interstate and Foreign Commerce Committee, which together with the Senate commerce committee has been investigating delays in the start of commercial color television.

Wolverton said he hoped the commission, by the Sept. 8 deadline for filing arguments and comments, would be able to dispense with further proceedings in order that new standards might be adopted as soon as possible.

Columbia Broadcasting System, with its own color television method still the only one approved by the Federal Communications Commission, has received FCC approval for experimental telecasts of a rival system. CBS proposes to test the National Television System Committee color.

The permission covers network color telecasts during the period Sept. 10-Dec. 10.

Multi-Language

(*Continued from page* 1)

"that people prefer seeing pictures in their own native language. In Germany, for example, American films gross in the vicinity of 10 million marks annually for a company. A small German producer, making mediocre films, can gross 27 million marks. Germany was once the second biggest market, and I think within a couple years it will surpass England in revenue. There's no television to compete with films. There are crowds attending theatres just as they were here after the war."

King said that "The Carnival Story," which RKO Radio will release, is their most expensive production to date.

Television--Radio

with Pinky Herman

EMANUEL (MANNY) SACHS, for many years a power in the recording field, who joined the RCA Victor organization in Feb. 1950 and quickly advanced to his present post as Gen. Mgr. and Staff V.P. of Victor Records, has been named Staff V.P. of NBC and will serve in those capacities concurrently. Manny learned his Radio years ago at WCAU, Phila. . . . TV Film fare embellishes CBStarting in Oct. when both the "Early" and "Late" Shows will schedule several Harry M. Popkin feature productions which had been released via United Artists from 1948 to 1951. . . . ASCAP will honor one of its most illustrious members, Otto Harbach, with a testimonial dinner on his 80th birthday at the Waldorf-Astoria, Aug. 18. The Dean of America's composers, during his term as Prexy (1949-1952) was largely responsible for the establishment of unity, harmony and legislation which bettered the financial lot of the organization's writer-membership. . . . Next Friday at 9:30 P.M. DuMont will telecast via its entire net of 69 stations the 20th Annual Chicago Tribune (Non-Sectarian Charities) All-Star Football Game.

☆ ☆ ☆

Can you remember way back when Phil Baker gave away as much as $64.00? Comes TV and programs like "Strike It Rich," "Break the Bank," "Big Payoff," "Groucho Marx Show" (You Bet Your Life), "Wheel of Fortune," "Double or Nothing," "Win for Him," etc., have already given away upwards of three million dollars. In fact, emcee John Reed King, on "What Have You Got to Lose?" program, last week gave away his 100,000th prize. . . . Easily the best puppeteers, Bill and Cora Baird will star in their own TV CBSeries Tues. & Thurs. mornings at 11:15-11:30, starting tomorrow. Burt Shevelove will produce-direct, with scripts by Alan Stern. . . . Joseph Schildkraut, winner of two M. P. Academy awards, will be host and will also star in several episodes of the new series, "Personal Appearance Theatre," which will WABDebut over the DuMont net in October. . . . Come October 15, Prince Albert Tobacco (R. J. Reynolds Co.) will start its 15th consecutive year on the "Grand Ole Opry" NBCountry type program from Nashville. . . . Our Hollywood counterspy has waxed enthusiastic about the score of the forthcoming MGMusical, "Easy to Love," starring Esther Williams and Tony Martin. Cleffers are Mann Curtis and Vic Mizzy, both of whom have had several ditties make the Hit Parade.

John Reed King

☆ ☆ ☆

Producers Jack McCoy and Don Ross of the NBC-TVehicle, "Glamour Girl," are working on a screen adaptation of the series. . . . CBStaging a welcome home cocktail party at the Savoy-Plaza Wednesday for Eve Arden (Our Miss Brooks) who has just returned from Europe. . . . Soon as Decca execs heard the playbacks of Florian Zabach's violin magic via his renditions of "Red Wing" and "Pussy-Footin'" they signed him to a long-termer. . . . Herb Shriner, whose "Two for the Money" TV quiz moves over to CBS Saturday in the 9:00 to 9:30 P.M. slot sez: "And the girls—we had a lot of girls around home but they weren't too pretty. To tell the truth, we had a beauty contest for five years in a row and nobody won it." . . . The Ritz Brothers planning to produce a series of telefilms in the fall. . . . Ann Sheridan will star in "Lovely Day," Thursday on "Lux Video Theatre." . . . The October TV World will feature a profile on Bishop Fulton J. Sheen penned by Joe CalCagno which is "Must" reading.

☆ ☆ ☆

LOTSA DOTS . . . Stuart and Mrs. Reynolds (he's prexy of Sovereign Productions) have returned to Hollywood from N.Y. to start production on a series of 13 half-hour telefilms for G.E., to be produced by Rudolph Monter and Ed Gray, and Gil Ralston and Arthur Ripley, respectively. . . . Lin Mason, WLW-TV program producer will leave the Crosley station to enter the advertising field. . . . McGraw-Hill will release next month a new book, "Television Broadcasting," by Howard A. Chinn, chief audio-video engineer for CBS. . . . Faye Emerson, panelist on "I've Got a CBSecret," owns a new package, "Designed for Living," which hubby Skitch Henderson scripts. . . . Max Liebman's "Your Show of Shows" will NBCommence Sept. 12 instead of Sept. 5.

Broadcasters

(*Continued from page* 1)

Television Corp.; and the Connecticut Radio Foundation, Inc., of New Haven.

The petition, seeking authorization for limited use of subscription TV, argued that recently approved UHF stations are at an economic disadvantage in large metropolitan areas already blanketed with older VHF stations. Subscription TV, it was claimed, would offer a new source of TV programming to meet network-originated shows.

The petition maintained that UHF broadcasters in VHF-served areas are confronted with "extremely serious economic problems . . . which threaten the future development of the UHF band in the television broadcast service."

It was stated that TV set owners in areas already served by VHF stations are very reluctant to convert their sets for UHF reception and need the spur of new and supplemental TV programs to do so.

AFM Demands

(*Continued from page* 1)

ploratory talks with AFM officials in an attempt to gain the union's clearance. These exploratory talks, it was learned, have culminated in a report submitted to AFM president James Petrillo by bargaining union officials. Further meetings, probably with Petrillo, himself, are expected to take place in late August or early September when Petrillo returns from Chicago following a meeting of the AFL executive committee.

The standard AFM demands for the telecasting of theatrical films include a payment of $25 for each musician, in addition to the payment of five per cent of program proceeds to the union fund. It was these demands which, in part, caused Ed Sullivan to drop featuring film reels on his show last spring.

Film Financing

(*Continued from page* 1)

out-of-date by the time of release now realize there always is a market for a good picture, regardless of medium.

Chemical Bank and Trust Co. of New York has arranged for eight production loans in the last three weeks, with more inquiries coming in daily. Bankers Trust Co., which is more active in television film financing, also is experiencing a spurt of inquiries.

It was pointed out, however, that the banks now are more cautious in their financing in the mater of story, stars, director and releasing outlets.

WINS Purchase

(*Continued from page* 1)

it was stated, is president of the purchasing organization which will operate the station under the name of the the Gotham Broadcasting Corp. The WINS deal marks Skouras's first radio venture in the East. In the past, he reportedly was associated with Ted Gamble in Far West radio enterprises. The Roxy, incidentally, is the only NT house in New York.

WINS, which is licensed to operate at 50,000 watts on a frequency of 1010 kilocycles, 24 hours a day, was purchased by the Crosley-AVCO interests in 1946 from Hearst Radio.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 28	SON OF BELLE STARR (Color) Keith Larsen O—70 min. (5309) (Rev. 7/7/53)	(July Releases) LET'S DO IT AGAIN (Color) Jane Wyman Ray Milland C—95 min. (Rev. 6/17/53)	EYES OF THE JUNGLE Jon Hall D—79 min. (5229)	(3-D) ARENA (Color) Gig Young OD—72 min. (337) (Rev. 6/24/53) DANGEROUS WHEN WET (Color) Esther Williams MC—95 min. (341) (Rev. 5/13/53)				(July Releases) WHITE WITCH DOCTOR (Color) Susan Hayward Robert Mitchum D—96 min. (324) (Rev. 6/16/53)	(Ken Murray) THE MARSHAL'S DAUGHTER Ken Murray OM—71 min. (Rev. 7/7/53)	(July Releases) FRANCIS COVERS THE BIG TOWN Donald O'Connor C—86 min. (324) (Rev. 6/11/53)	
July 5		THE LAST POSSE Broderick Crawford Barbara Hale O—73 min. (Rev. 6/19/53)		LILI (Color) Leslie Caron Mel Ferrer D—81 min. (342) (Rev. 3/12/53)	(July Releases) HOUDINI (Color) Tony Curtis Janet Leigh D—106 min. (5223) (Rev. 5/20/53)		THE SEA AROUND US (Color) Doc.—61 min. (Rev. 1/16/53)	THE GLORY BRIGADE Victor Mature D—82 min. (323) (Rev. 5/22/53) THE FARMER TAKES A WIFE (Color) Betty Grable M—81 min. (307) (Rev. 4/22/53)	(Theron Warth) RETURN TO PARADISE (Color) Gary Cooper D—100 min. (Rev. 7/24/53)	ALL I DESIRE Barbara Stanwyck Richard Carlson D—79½ min. (325) (Rev. 6/19/53)	
July 12	NORTHERN PATROL Kirby Grant O—63 min. (5330) (Rev. 7/22/53)	FLAME OF CALCUTTA (Color) Denise Darcel Patric Knowles D—70 min. (Rev. 6/25/53)	GREAT JESSE JAMES RAID (Color) Willard Parker Barbara Payton O—73 min. (5221)	RIDE, VAQUERO! (Color) Robert Taylor Ava Gardner OD—90 min. (343) (Rev. 6/22/53)	STALAG 17 William Holden Don Taylor D—120 min. (5224) (Rev. 5/6/53)	SWEETHEARTS ON PARADE (Color) Ray Middleton M—90 min. (5210) (Rev. 7/30/53)	(Re-Releases) MIGHTY JOE YOUNG Terry Moore CD—94 min. (481) (Rev. 5/31/49) ISLE OF THE DEAD Boris Karloff D—72 min. (482) (Rev. 8/30/45)	THE KID FROM LEFT FIELD Dan Dailey D—80 min. (325) (Rev. 7/17/53)	(Jos. Ermolieff) FORT ALGIERS Yvonne De Carlo D—78 min. (Rev. 7/24/53) Otto Preminger) THE MOON IS BLUE William Holden C—99 min. Rev. 6/3/53)	THE GREAT SIOUX UPRISING (Color) Jeff Chandler Faith Domergue O—80 min. (326) (Rev. 7/2/53)	(3-D) THE CHARGE AT FEATHER RIVER (Color) Guy Madison Frank Lovejoy O—96 min. (223) (Rev. 6/30/53)
July 19		PACK TRAIN Gene Autry O—57 min. (Rev. 7/2/53).					(3-D) SECOND CHANCE (Color) Robert Mitchum Linda Darnell D—82 min. (Rev. 7/10/53)	(Re-Releases) ROAD HOUSE Richard Widmark D—95 min. (355) (Rev. 9/22/48) KISS OF DEATH Richard Widmark D—98 min. (354) (Rev. 8/14/47)	(Wesley Ruggles) MY HEART GOES CRAZY (Color) Sid Field M—70 min. (Rev. 7/31/53)		
July 26	(3-D) THE MAZE Richard Carlson Veronica Hurst D—81 min. (3101) (Rev. 7/8/53)	(Aug. Releases) THE 5,000 FINGERS OF DR. T (Color) Peter Lind Hayes Mary Healy C—88 min. (Rev. 6/16/53)		MAIN STREET TO BROADWAY Mary Murphy Tom Morton CD—71 min. (Rev. 7/30/45)				(Aug. Releases) (3-D) INFERNO (Color) Rhonda Fleming Wm. Lundigan D—83 min. (329) (Rev. 7/17/53)	(Global Prods.) GUN BELT (Color) George Montgomery O—77 min. (Rev. 7/2/53)	(Aug. Releases) THUNDER BAY (Color) James Stewart Joanne Dru D—103 min. (327) (Rev. 5/5/53)	
Aug. 2		CRUISIN' DOWN THE RIVER (Color) Dick Haymes M—81 min. (Rev. 7/17/53) MISSION OVER KOREA John Hodiak John Derek D—86 min. (Rev. 7/23/53)	SPACEWAYS Howard Duff Eva Bartok D—76 min. (5301) (Rev. 7/6/53)	THE BAND WAGON (Color) Fred Astaire Cyd Charisse MC—112 min. (345) (Rev. 7/7/53)	(Aug. Releases) SHANE (Color) Alan Ladd Jean Arthur OD—117 min. (5225) (Rev. 4/13/53)	DOWN LAREDO WAY Rex Allen O—54 min. (5232)	(Re-Releases) STAGE DOOR Katherine Hepburn D—92 min. (Rev. 9/9/37) WITHOUT RESERVATIONS Claudette Colbert C—107 min. (Rev. 5/8/46)	GENTLEMEN PREFER BLONDES (Color) Jane Russell Marilyn Monroe MC—91 min. (326) (Rev. 6/26/53)	(Sol Lesser) VICE SQUAD Edw. G. Robinson D—87 min. (Rev. 7/9/53) (Mackenzie-Freed) NO ESCAPE Lew Ayres (Rev. 8/3/53)	THE MAN FROM THE ALAMO Glenn Ford Julia Adams OD—79 min. (328) (Rev. 7/16/53) ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE Bud Abbott Lou Cosello C—77 min. (329) (Rev. 7/24/53)	THE MASTER OF BALLANTRAE (Color) Errol Flynn D—89 min. (225) (Rev. 7/17/53)
Aug. 9	TOPEKA Wild Bill Elliott O—69 min. (5325)	VALLEY OF HEAD HUNTERS Johnny Weissmuller D—67 min. (Rev. 7/24/53)	NORMAN CONQUEST Tom Conway Eva Bartok D (5303)	THE AFFAIRS OF DOBIE GILLIS Debbie Reynolds C—73 min. (346) (Rev. 6/3/53)	ARROWHEAD (Color) Charlton Heston Jack Palance O—105 min. (5227) (Rev. 6/17/53)	BANDITS OF THE WEST Alan "Rocky" Lane O—54 min. (5243)	(Disney) THE SWORD AND THE ROSE Richard Todd D—92 min. (491) (Rev. 7/2/53)	DANGEROUS CROSSING Jeanne Crain Michael Rennie D—75 min. (330) (Rev. 7/23/53)	(S. P. Eagle) MELBA (Color) Patrice Munsel M—113 min. (Rev. 6/24/53)	(J. Arthur Rank) THE CRUEL SEA Jack Hawkins D—121 min. (Rev. 8/5/53)	
Aug. 16		(3-D) THE STRANGER WORE A GUN (Color) Randolph Scott O—83 min.	PROJECT MOON BASE Donna Martell D (5315)	BIG LEAGUER Edward G. Robinson Vera Ellen D—71 min. (347) (Rev. 7/17/53)		CHAMP FOR A DAY Alex Nicol Audrey Totter D—90 min. (5211)	(3-D) DEVIL'S CANYON (Color) Virginia Mayo Dale Robertson OD	SAILOR OF THE KING Jeffrey Hunter Michael Rennie D—83 min. (327) (Rev. 7/14/53)	(Craftsman Prods.) CAPTAIN SCARLETT (Color) Richard Greene D—75 min. (3-D) (Victor Saville) I, THE JURY Biff Elliot D—87 min. (Rev. 7/21/53)		SO THIS IS LOVE (Color) Kathryn Grayson DM—101 min. (226) (Rev. 7/17/53)
Aug. 23	AFFAIR IN MONTE CARLO (Color) Merle Oberon Richard Todd CD—75 min. (5307)	(Sept. Releases) FROM HERE TO ETERNITY Montgomery Clift Burt Lancaster D—118 min. (Rev. 7/29/53)	SHADOW MAN Cesar Romero D (5316)	LATIN LOVERS (Color) Lana Turner C—104 min. (348) (Rev. 7/21/53)				(Sept. Releases) CITY OF BAD MEN (Color) Jeanne Crain Dale Robertson OD—82 min. (Rev. 6/22/53) A BLUEPRINT FOR MURDER Joseph Cotten Jean Peters D—76 min. (Rev. 7/28/53)	(Renown) THE GAY ADVENTURE Burgess Meredith CD—82 in.	(Sept. Releases) (3-D) WINGS OF THE HAWK (Color) Van Heflin Julia Adams OD (330)	
Aug. 30	CLIPPED WINGS Leo Gorcey C—65 min. (5320)	CHINA VENTURE Edmund O'Brien Barry Sullivan D CONQUEST OF COCHISE (Color) John Hodiak OD	SINS OF JEZEBEL (Color) Paulette Goddard D (5225)	HALF A HERO Red Skelton CD—71 min. (Rev. 7/30/53)	(Sept. Releases) ROMAN HOLIDAY Gregory Peck Audrey Hepburn CD—120 min. (5228) (Rev. 6/30/53)			MR. SCOUTMASTER Clifton Webb C—87 min. (Re-Releases) BROKEN ARROW (Color) James Stewart OD—93 min. (Rev. 6/12/50)	(Howard W. Koch) WAR PAINT (Color) Robert Stack O—89 min. (Rev. 7/7/53)	THE STAND AT APACHE RIVER (Color) Stephen McNally OD—77 min. (331)	(Wayne-Fellows) PLUNDER OF THE SUN Glenn Ford D—82 min. (224) (Rev. 8/6/53)
Sept. 6	(Re-Release) ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)	SKY COMMANDO Dan Duryea D—69 min. SAGINAW TRAIL Gene Autry O—56 min.	(Wayne-Fellows) ISLAND IN THE SKY John Wayne D—109 min. (301)		THE CADDY Dean Martin Jerry Lewis C—95 min. (Rev. 8/4/53)	EL PASO STAMPEDE Alan "Rocky" Lane O		I WAS A MALE WAR BRIDE Cary Grant C—105 min. (Rev. 8/10/49)	(Carl Krueger) SABRE JET (Color) Robert Stack D	THE GOLDEN BLADE (Color) Rock Hudson Piper Laurie D (332)	(Wayne-Fellows) ISLAND IN THE SKY John Wayne D—109 min. (301)

(*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 29 NEW YORK, U. S. A., TUESDAY, AUGUST 11, 1953 TEN CENTS

NT's Earnings For 39 Weeks $1,873,521

Rose 63% Over Same Period A Year Ago

HOLLYWOOD, Aug. 10.—National Theatres, Inc., and voting-controlled subsidiaries reported a consolidated net income for the 39 weeks ended June 27 of $1,873,521, or 68 cents per share on the 2,769,486 shares outstanding. This compares with a $1,189,856 net, or 43 cents per share, for the corresponding period a year ago.

Included in the 39-week earnings, President Charles P. Skouras pointed out in a statement accompanying the report to stockholders, is a net profit of $168,000 realized from disposition of real estate and theatres either for economic reasons or to comply with the consent judgment in the Government's anti-trust case. Skouras pointed out that, although the gross income for 39 weeks was $546,602 less than a year previous, this decrease

(*Continued on page* 3)

Key B'way Theatres Enjoy Heavy Trade

Most key houses along Broadway enjoyed brisk business this week, paced by the record-smashing grosser "From Here to Eternity" at the Capitol. Theatremen credited the upswing at most first-run situations to excellent product, aided by intermittent cloudy and rainy weather over the weekend, which kept thousands from beaches and highways.

At the Capitol, a terrific $175,000 is seen for the initial week of "From Here to Eternity," a figure which breaks every opening week gross in the 34-year history of the Broadway showcase. The weekend take was put at $59,788 and yesterday saw no drop

(*Continued on page* 2)

Order Sherman Film Auctioned on Aug. 24

HOLLYWOOD, Aug. 10.—Two hundred thousand feet of film made by the late Harry Sherman will be sold to the highest bidder on Aug. 24 by instruction of Superior Court Judge Newcomb Condee, who today set aside the recent sale of this unexhibited footage to Hopalong Cassidy, Inc., by executors of the Sherman estate for $5.000.

The petition to set aside the trans-

(*Continued on page* 3)

Texas Compo Will Honor Solons Who Aided Mason Bill

DALLAS, Aug. 10.—A special session of the Texas Compo conference, to be held here Sept. 28-30, will honor Congressional leaders who were instrumental in aiding the Mason Bill to exempt motion picture theatres from the 20 per cent Federal admissions tax to pass the House and Senate.

As previously announced, one of the highlights of the conference will be a tribute to H. A. Cole and Pat McGee, co-chairmen of the industry tax repeal campaign, and Sam Pinanski, Al Lichtman and Trueman Rembusch, administrative triumvirate of the Council of Motion Picture Organizations, which directed the campaign, as well as to the thousands of exhibitors throughout the country who actively participated in the completely successful grass roots campaign.

R. J. O'Donnell, who will be presiding officer at the conference, will present to the Texas exhibitors a campaign to increase theatre attendance which, he said, he hoped will be

(*Continued on page* 3)

125 Booths Reserved For TESMA Show

More than 125 exhibit booths already have been reserved by theatre equipment manufacturers and dealers for the trade show to be held in connection with the annual conventions of Theatre Owners of America and Theatre Equipment Supply and Manufacturers Association in Chicago Nov. 1-5. This is said to be the largest number of booth reservations made so far in advance.

TESMA has announced that an open forum to be held during the convention has been arranged so that explanations and demonstrations of the various 3-D, wide-screen and stereophonic sound systems can be held. The forums will be held in the grand ballroom of the Conrad Hilton Hotel.

Mannix-Loew's Sign New Two-Year Deal

WASHINGTON, Aug. 10—A new two-year contract for Edgar J. Mannix, Loew's vice-president and member of the company's studio executive board, was disclosed here today in a report to the Securities and Exchange Commission.

The contract calls for a weekly salary of $3,000, plus $200 per week to cover expenses, and runs from March 1, 1954, the expiration date of Mannix's current contract, to March 1, 1956. One clause provides for a three-year extension of the contract if both parties agree to such an extension by Feb. 1, 1956. The contract also calls for a four-week vacation period yearly.

Increased Prices in 3-Point Plan to Offset Tax Loss

DALLAS, Aug. 10.—A three-point proposal for the continuation of the campaign to remove the Federal 20 per cent admission tax has been submitted to the Council of Motion Picture Organizations' tax repeal committee by the executive board of Texas COMPO.

Acting on the premise that the industry has won an unprecedented battle, but that the final victory must be achieved and that "we have just begun to fight," Texas COMPO, through Paul Short, representing the executive board, has asked the national COMPO executive board to approve the following procedure:

1. Recommend that every exhibitor in Texas raise his admission price equivalent to the 20 per cent tax.

2. Make available an "extraordinary" trailer created for the purpose of relating to the theatre patrons that

(*Continued on page* 3)

Warners' 1st Quarter Post-Divorce Profit $796,000

Warner Bros. Pictures, Inc., and subsidiary companies, in a first financial report since the divorcement of the company's theatre operations from production and distribution, yesterday reported net profit of $796,000 for the first three months of operations, ended May 30 last.

The result is after provision of $1,250,000 for Federal taxes on income and after a provision of $50,000 for contingent liabilities. Films rentals, sales, etc., during the same quarter amounted to $17,071,000, the company reported.

The net profit is equivalent to 32 cents per share on the 2,474,427 shares of common stock outstanding or reserved for exchange on May 30.

Keep Theatres Open, COMPO Bids Showmen

Relief Is on Way, Coyne Reminds on Return Here

Asserting that the Council of Motion Picture Organizations is not discouraged by President Eisenhower's failure to sign the Mason Bill, Robert Coyne, special counsel for COMPO, yesterday urged every exhibitor who planned to close his theatre to do everything possible to stay in operation.

At an industry press conference here, Coyne said that exhibitors should "hang on by their teeth," raise prices if practicable and borrow money if necessary to stay in business, because there is a "living promise" that the 20 per cent Federal admissions tax will be removed in the next effort.

Coyne, who supervised the campaign for the elimination of the tax, did not want to comment on the President's veto action, but he said that his attitude and that of the others who were associated with him was best expressed in a telegram which was sent to the President in Colorado. It read: "In defeat today after a fight we believe we should have won, we want you to know we have deepest respect for your conviction. The industry, as

(*Continued on page* 3)

Devices to Aid 3-D Synchronizing Seen

New devices developed by Polaroid Corp. to permit projectionists to maintain perfect synchronization at all times of the two linked projection machines used in 3-D showings were demonstrated here late last week at the Warner Bros. home office projection room for technical executives.

Two synchronization monitors developed in the laboratories of Polaroid Corporation were demonstrated by L. W. Chubb, a senior research engineer of that company, who reported to the meeting that a survey of

(*Continued on page* 3)

American Pictures Plans 6 for '53-'54

Six A-type features with an overall budget of $2,500,000 comprise the 1953-54 production schedule of American Pictures Corp., as outlined yesterday by Albert Zugsmith, president. All will be shot in Natural Vision 3-D or wide-screen, while three will be made in color.

Personal Mention

WALT DISNEY arrived in New York yesterday from England.

●

Carl Scheuch, Monogram booker in Cleveland, became a grandfather for the second time when a son was born to his daughter, Mrs. Phyllis Olsen, of Van Nuys, Cal.

●

Zelda Outler has been added to the RKO Radio booking department in Cleveland. Her brother, Edward, is also a booker there.

●

Adele M. Johnston, assistant in the Paramount home office publicity department, will be married Oct. 3 to William Duffy.

●

Robert E. Sherwood, playwright, and Mrs. Sherwood, will arrive here today from Europe aboard the S. S. Queen Elizabeth.

●

James R. Grainger, RKO Radio president, and Sol Schwartz, president of RKO Theatres, were in Saratoga at the weekend from New York.

●

Samuel Rosen, Stanley Warner vice-president, entertained a group of the circuit's executives and their wives Sunday at his Lawrence, L. I., home.

●

Nick E. Brickates, of the Garde Theatre, New London, Conn., has returned there from Old Orchard Beach, Me.

●

J. Myer Schine and Louis W. Schine, of the Schine circuit, were in Saratoga Saturday from Gloversville.

●

Fredrica Eidelsberg and Claire Roth of the COMPO office here are back in New York from a three-week assignment in Washington.

●

Kathryn Grayson will make a concert tour of 10 states, appearing in 30 cities, starting Oct. 1.

●

G. A. George has taken over the Home Theatre, Cleveland, from Kalmen Erdeky.

●

Maj. Albert Warner and Ben Kalmenson were in Saratoga Saturday from New York.

●

Lazar Wechsler, Swiss producer, will arrive here today from Europe on the S. S. Queen Elizabeth.

●

Jack Bernstein, RKO Radio branch manager in Cleveland, has left there for a vacation in Ontario.

●

Tony Morris, Associated British-Pathe overseas sales manager, has arrived in Hollywood from London.

●

Ralph Martin of "Seventeen," returned here at the weekend from a tour of the New England States.

●

Jerry Kerner has resigned as M-G-M booker in Cleveland.

●

Audrey Hepburn arrived here by plane yesterday from Europe.

4,000 in Canada to View CinemaScope

TORONTO, Aug. 10.—The first Canadian demonstration of 20th Century-Fox's CinemaScope process will take place here tomorrow morning at the Imperial Theatre, attended by some 4,000 exhibitors, editors and equipment manufacturers and others.

The demonstration will climax the current 20th-Fox sales meet here on Canadian sales plans and policies for "The Robe" and "How to Marry a Millionaire," the first two CinemaScope pictures.

Plaza, Schenectady, Victim of Vandals

SCHENECTADY, N. Y., Aug. 10.—Vandals did damage estimated at $1,000 in Fabian's Plaza here when they shattered and overturned five toilets and a weighing machine and flooded the men's rest room, during an evening performance of "Fort Ti." The wrecking *apparently* occurred during a gun fight scene in the 3-D picture.

The performance was interrupted for 20 minutes while seven policemen in plainclothes and in uniform searched vainly for the culprits.

Md. Censors Review 'Moon' Ban on Wed.

BALTIMORE, Aug. 10. — The Maryland censor board's ruling banning "The Moon Is Blue" from exhibition in the state will be reviewed by the board on Wednesday. If the ruling is upheld, United Artists, distributor of the film, may appeal to the court, it was indicated.

Meanwhile, Walter Gettinger, operator of a chain of theatres here, has protested the board's action, terming it an "attempt to choke the industry."

Sullivan and Telecast For Williams Dinner

BOSTON, Aug. 10.—Ed Sullivan, columnist and radio commentator, will be master of ceremonies at the dinner to be held here Aug. 17 to welcome home to Boston Ted Williams of the Boston Red Sox. Proceeds of the affair will go to the Jimmy Fund drive of the Variety Club of New England.

The dinner will be telecast nationally over ABC-TV from 9 to 10 P.M. EDT.

'Jury' Campaign on MBS

The Mutual Broadcasting System has chosen United Artists' "I, the Jury" as its Movie Mystery of the month and, keyed to the slogan, "Relax With a Good Mystery," will conduct a coast-to-coast series of promotions for the 3-D film on the 560 stations of the network.

Asher in I. F. E. Post

Stanley Asher, former vice-president and general manager of Ansell Theatres here, has been appointed assistant to Ralph Serpe, head of Italian Films Export radio, television and short subject department.

Can't Blame Glasses If Review Is Bad

BALTIMORE, Aug. 10. — At least one newspaper film critic wants to take the correct view of 3-D first-run features. He's Donald Kirkley, motion picture reviewer for the Baltimore "Sun." Kirkley had his optometrist make up a pair of Polaroid eye-glasses on a prescription of Kirkley's every-day spectacles, at a cost of $40.00, according to the critic.

However, the "Sun" paid the bill.

B'way Grosses

(*Continued from page* 1)

at the box-office, with $22,500 estimated for the day, a sum which is about equal to the opening day gross.

Standing up strong is "Band Wagon" at Radio City Music Hall, with $153,000 seen for the fifth week. "Gentlemen Prefer Blondes" at the Roxy is expected to do a sturdy $103,000 for its fourth week. Both the Hall and Roxy feature stage shows.

At the Paramount, a fairly good $70,000 is forecast for the first week of "Master of Ballantrae" on screen and Ella Fitzgerald on stage. Maintaining its excellent pace at the Astor is "Stalag 17," with $31,200 indicated for its sixth week. The third dimensional "Second Chance" is holding up well at the Criterion, where $17,000 is predicted for the third week. At the Mayfair, a healthy $14,500 is seen for the sixth week of "Scared Stiff."

"Latin Lovers" will open at Loew's State tomorrow, replacing "The Stranger Wore a Gun," which is expected to do a fair $15,000 for its second and final week. "Dream Wife" at the Rivoli is due to hit an okay $15,000 for its second week. "The Cruel Sea" had a premiere at the Fine Arts here last night.

The dual bill of "Fear and Desire" and "The Male Brute" at the Rialto here racked up a sturdy $5,165 for the weekend, the management disclosed yesterday.

CHICAGO, Aug. 10.—Several Loop first run theatres are continuing to do well here, with "This Is Cinerama," showing the way at Eitel's Palace with near-capacity business to rack up $47,000 for its second week. "Thunder Bay," making a strong bow at the Chicago over the weekend, should do close to $70,000 in its initial round, with "Gentlemen Prefer Blondes" heading for a big $36,000 second week after an opening session of $50,000.

"Pickup on South Street" and "The Hitch Hiker" are holding strong at $20,000 after an opening week of $27,000, and "The Moon Is Blue" still is doing above average business at the Woods, with $25,000 anticipated for the seventh week.

Saland Sets Two

Nat Saland's Independent Releasing Co. has booked "Along Came Jones" and "Belle of the Yukon" over Loew's New York circuit late this month.

Color Corporation Mulls Formation of Financing Company

Color Corp. of America, formerly Cinecolor, is reported to be considering the establishment of a financing company that would supply production money to independent producers. Details are said to be in the planning stage, with actual operation getting under way this fall if some of the problems can be worked out.

Color Corp. currently is printing 1,000,000 feet a week at its Coast laboratories, a spokesman said here recently. Business is at an all-time peak and prospects are brighter than at any time in the history of the company, he said.

Suggests Tax on Non-Mexican Films

MEXICO CITY, Aug. 10.—The National Exhibitors Association has come out strongly in opposition to a proposal to tax foreign pictures' exhibition in Mexico. The proposal, prepared by Eduardo Garduno, director general of the trade's own bank, the Banco Nacional Cinematografico, S. A., also suggests other technical and fiscal measures to improve Mexican film production and its distribution outside of Mexico.

The association has named a committee to examine the plan and prepare a report on it.

Start 'Oklahoma!'

Background shooting on Magna's first production, "Oklahoma," has started, Mike Todd, one of the principals in the Magna Theatre Corp., reported.

Todd said that following a brief trip to Buffalo, where Magna's experimental theatre is located, he would return to Hollywood.

Schneider to Europe

Samuel Schneider, Warner Brothers vice-president, accompanied by his wife, will sail from here tomorrow aboard the S. S. Queen Mary for London. He will visit the company's offices on the Continent.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT • NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
THE MASTER OF BALLANTRAE
COLOR BY TECHNICOLOR
STARRING ERROL FLYNN
in person
ELLA FITZGERALD
GEORGE SHEARING QUINTETTE
The Amazing MR. BALLANTINE
THE FOUR EVANS
BOBBY SHERWOOD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President: Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club. Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York. N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

3-Point Plan

(*Continued from page* 1)

the campaign to remove the Federal tax was designed to abstain from raising admission prices, and since it was unsuccessful due to Presidential veto, it now becomes imperative to raise admission prices to offset costs of innovations and increased operations. The trailer would stress that the increase will be remitted to the public when the Federal tax is eliminated.

3. A continuous weekly report of theatre closings and the amount of tax money lost to the government, the report to be submitted to President Eisenhower and copies to the Treasury and Congressional leaders.

New Orleans Exhibitors Call Veto a Blow

NEW ORLEANS, Aug. 10.—Abe Berenson, president of the Allied Theatre Owners of the Gulf States, predicted that a large number of theatres would close in this area due to the President's veto of the Mason Bill. Describing it as an "awful blow," Berenson said that "if they're going to tax us 20 per cent, then they ought to put a 20 per cent tax on television."

Gaston Dureau, Jr., president of Paramount Gulf Theatres, said that all excise taxes will come up at the next session of Congress and that he believed the motion picture bill would be the first to be passed. He said the small loss in revenue to the government would have been made up by tax receipts from theatres which would have remained in business if the bill had been passed.

Cleveland Theatre Men Disappointed on Veto

CLEVELAND, Aug. 10.—All theatre owners here are disappointed over the President's failure to sign the Mason Bill, but most of those who were contacted were optimistic over the possibility of ultimate success. Whether the small theatres that were hanging on in the hope of tax relief can survive another waiting period appears to be problematical in the opinion of a booking service here.

World Film Crisis Seen By Tax Burdens

LONDON, Aug. 10.—News that President Eisenhower had vetoed the Mason Bill brought forth a warning to both British and American governments from Tom O'Brien, M.P., president of the T.U.C., that unless the tax burden was lifted there will be a world film crisis.

"The greatest factor," said O'Brien, "contributing to the deterioration of world film production and consequently world film distribution and exhibition is taxation. In America we see thousands of cinemas closing down. The issue will no longer be whether there is a 20 or 30 per cent quota on British screens of British films or even whether we are to have American film production in Britain. The issue will sharply arise as to whether there will be any real permanent film making in the world at all."

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

Review

"The Stand at Apache River"

(*Universal-International*)

"THE Stand at Apache River," starring Stephen McNally, Julia Adams and Hugh Marlowe, is a re-working of a familiar theme, with too much emphasis on conversation and too little on action. The picture is in color by Technicolor.

Most of the action in the script by Arthur Ross takes place inside of and around a small stage station, Apache Landing, where the motley crew of characters are held in siege by a band of justice-seeking Apaches. Because of broken promises, the Apaches have fled their reservation and come to Apache Landing to get a promise of peace from Marlowe, a martinet Army officer and a former Indian fighter. When Marlowe refuses to listen to the pleas, the Indians lay siege to the settlement until all the braves and most of the whites are dead.

Besides Marlowe, those also caught at the station are McNally, a sheriff returning to town with an escaped murderer; Miss Adams, who is en route to marry a man she doesn't love; Jaclynne Greene, the neurotic young wife of the inn's owner; Russell Johnson, the murderer, and Jack Kelly, friend of the inn keeper's wife.

Between sporadic outbursts of action there is much talk ranging from the hardships which must be endured by the frontier wife to inequities of frontier justice which expediency fostered. After carnage and conversation, McNally and Miss Adams realize they were made for each other.

William Alland produced and Lee Sholem directed. The story and screenplay by Ross are based on a novel by Robert J. Hogan.

Running time, 77 minutes. General audience classification. Release, in September.

National Theatres

(*Continued from page* 1)

is more than accounted for by reduction in the number of theatres operated, 421 to 383.

The Skouras statement concluded, "I should point out that theatre gross income of $14,702,288 for 13 weeks ended June 27, 1953, shows an increase of $547,995 over the corresponding period of last year. Also, this is the first quarter since 1946 in which our admission receipts were greater than in the comparable quarter of the preceding year."

Sherman Films

(*Continued from page* 1)

action was brought by Sherman's daughters, Teddi and Lynne, who contended they were not given an opportunity to bid on the film, and that its probable value might be in the neighborhood of a million dollars.

The film reportedly includes a large amount of footage made during the period when Sherman produced more than 50 Hopalong Cassidy features, with William Boyd as Hopalong, which Boyd acquired and released to television.

Texas Compo

(*Continued from page* 1)

adopted nationally, either through COMPO or by circuits and individual theatre operators.

The International Drive-In Theatre Owners Association will meet jointly with the Texas Compo conference, which may increase the anticipated attendance to 2,000, it was said.

Mexico Again Bans Admissions Hike

MEXICO CITY, Aug. 10.—The city amusements supervision department again has refused permission to local exhibitors to increase their admission prices, which last December were reduced 20 to 35 per cent by the department.

The latest rejection came in reply to a petition that the theatres wished to present vaudeville.

3-D Aids Shown

(*Continued from page* 1)

some 70 theatres mainly in the New England area had indicated that 20 per cent or more of the 3-D showings were out of synchronization to a sufficient degree to cause discomfort to the audience.

Chubb demonstrated an electronic synchronization monitor, which provides an automatic warning for any mis-synchronization up to four frames, and a cheaper and more compact stroboscopic model which scans the screen and indicates by a break in its line pattern any partial frame mis-synchronization. Both monitors are accurate to one-tenth of a frame. Beyond one frame, as Cubb demonstrated with a couple of reels of "House of Wax," the mis-synchronization is immediately apparent to the trained eye of the projectionist, who can make his adjustments with the control devices also demonstrated by Polaroid.

It was announced that pilot quantities of the Polaroid devices would be available in 10 days, with synchronization monitor and control units, the complete equipment, priced probably under $100. Polaroid officials are conferring with industry technical experts on further programs of research and development in the 3-D field. The devices demonstrated were developed under the supervision of Dr. Elkan R. Blout, associate director of research for Polaroid Corp., by Dr. R. Clark Jones, Dr. W. A. Shurcliff, Dr. C. H. Matz, John DeYoung and David Grey.

A discussion of stereophonic sound at the meeting indicated that there is a need for more information about the specific plans of the studios regarding what type of stereo-sound tracks would be used and specifying the actual number of features ready or in work with separate 3-track recording. With this information, the experts agreed, exhibitors would have some guidance as to the type of equipment they should install.

'Sword' to Rivoli

Walt Disney's all-live action picture "The Sword and the Rose," will open at the Rivoli Theatre here on Aug. 19, RKO Radio has announced.

COMPO Plans

(*Continued from page* 1)

always, is completely at your service. Respectfully." The wire was signed by Coyne in behalf of COMPO.

Coyne said that COMPO would not lose ground and would finalize plans for the future in its relations with Congress. COMPO, he said, has a continuing deal with Al Sindlinger who prepared the industry statistics for the campaign. Sindlinger will keep the statistics alive and continue to collect data on theatrical closings. As to the immediate future activities of COMPO, Coyne said that a meeting would be held shortly by the executive committee and the board of directors. He indicated that the two groups might hold a meeting in conjunction with the proposed "round table" session on the Coast this fall.

Coyne said there also would be a drive for dues in the next 60 days, indicating that the tax drive drew heavily on COMPO's treasury. The dues for theatres range from $10 to $100 a year, based on seating capacities, with the distributors matching the total paid in by exhibitors. Coyne said that the tax campaign was conducted entirely on money derived from dues.

Coyne paid high tribute to the COMPO leaders and others who gave unselfishly of their time to the campaign. Col. H. A. Cole, Pat McGee, Trueman Rembusch, Sam Pinanski and Al Lichtman were singled out for their devotion to the cause, with Eric A. Johnston, president of the Motion Picture Association of America, cited for his "total cooperation." Coyne said that the meeting of the company presidents last week with the Treasury Department in Washington was the "industry's finest hour." Every company president, he said, "did a last ditch stand" and the bid for industry unity was "truly evidenced in that meeting."

No "Pollyanna" Feeling

COMPO does not feel "Pollyannish" about the defeat, Coyne said. He said the tax committee was "in there to win" and that "no curved balls were thrown at either the local or national level." He said that the Secretary of the Treasury admitted that is was a "good, clean campaign." It proved, Coyne pointed out, that the grass roots can have their influence felt in Washington. Inferences that the drive was a "powerful lobby" were resented by Coyne and his associates. Actually, he said, it was the reverse of a powerful lobby. It was a case in which the industry felt that it had a just cause and the campaign was carried out by well organized plans.

Coyne gave high praise to the industry trade press which he described as being "wonderful."

Coyne will take several days of rest, starting today, before pursuing other COMPO matters. He said that the proposed speakers' bureau, public relations and other issues still were on the organization's agenda.

Skouras to Meet Press

Spyros P. Skouras, 20th Century-Fox president, has scheduled a press conference for this morning at the home office to make what the company terms "a major policy announcement of significance to the entire industry."

IN HONOR OF OUR BELOVED
FOUNDER'S GOLDEN JUBILEE,
YOU ARE INVITED TO...

Celeb

con

1903 1953

ADOLPH ZUKOR GOLDEN JUBILEE SALUTE

AUG. 30 DEC. 5

FOR PARAMOUNT WEEK SEPT. 6-12

World Premiere Engagement
Radio City Music Hall

GREGORY PECK
AUDREY HEPBURN
in
William Wyler's
ROMAN HOLIDAY

SOON

Timeliest drama of our time.
Filmed on the spot in Korea.

HAL WALLIS'
CEASE FIRE IN 3-D
Stereophonic Sound

THOSE REDHEADS FROM SEATTLE IN 3-D
Color by TECHNICOLOR
Starring
Rhonda Fleming • Gene Barry
Agnes Moorehead • Teresa Brewer
Guy Mitchell • The Bell Sisters
Stereophonic Sound

GINGER ROGERS
WILLIAM HOLDEN
PAUL DOUGLAS
in
FOREVER FEMALE
with JAMES GLEASON
and Introducing
PAT CROWLEY

All In Addition To Current Hits Like: **SANGAREE**

rate with Paramount's greatest
centration of big profit attractions

SEPTEMBER

Trade-shows clocked more laughs than any picture they've made.

DEAN MARTIN and JERRY LEWIS

in

THE CADDY

Co-starring **DONNA REED**

Stereophonic Sound

OCTOBER

First engagement, Atlantic City, sensational. Next on Broadway at the Mayfair.

THE WAR OF THE WORLDS

Color by TECHNICOLOR

For Panoramic Screens

Stereophonic Sound

OCTOBER

"Greatest of the great new pix, and one of all-time greats."

—*Hollywood Reporter*

BING CROSBY

CLAUDE DAUPHIN

in

A Perlberg-Seaton Production

LITTLE BOY LOST

BOB HOPE

TONY MARTIN

ARLENE DAHL

ROSEMARY CLOONEY

in

HERE COME THE GIRLS

Color by TECHNICOLOR

JOAN FONTAINE

JACK PALANCE

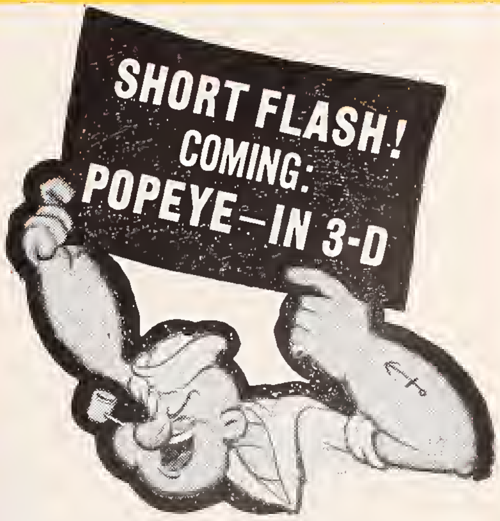
CORINNE CALVET

in

FLIGHT TO TANGIER IN 3-D

Color by TECHNICOLOR

Stereophonic Sound



America's favorite cartoon character—in the biggest novelty short entertainment in years! Another proof that there is no substitute for

Paramount Shorts

HOUDINI · SHANE · STALAG 17 and ARROWHEAD

THE BIGGEST ATTRACTION
IN THE INDUSTRY TODAY!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 30 NEW YORK, U.S.A., WEDNESDAY, AUGUST 12, 1953 TEN CENTS

To Lease Video Equipment for Title Bout

TNT Makes Deal With RCA, GPL for Sets

A deal to lease theatre television equipment for the Marciano-LaStarza heavyweight title bout on Sept. 24 has been concluded by Theatre Network Television with Radio Corporation of America and General Precision Laboratories, it was learned yesterday.

The arrangement represents the first time theatre TV equipment has been made available on a leased basis and increases the potential seating capacity for the event at New York's Polo Grounds by thousands. It is of particular value to drive-in theatres, it was pointed out, due to the comparative ease of installation.

The move to harness the drive-in

(*Continued on page* 5)

Producers Vital to Studio: Freeman

HOLLYWOOD, Aug. 11.—Paramount vice-president Y. Frank Freeman told members of the Screen Producers Guild, in address to the membership meeting Monday night, "You men are the bridge between administrators and creators. Studio heads must rely upon you for successful operation of their plants."

Declaring that great pictures are showing better results today than ever before, Freeman said, "It has been clearly shown that only great pictures will draw. There is no longer any room for mediocre pictures or mediocre talent."

Commenting on newly developed

(*Continued on page* 9)

Name Dudley Agent For European Deals

HOLLYWOOD, Aug. 11.—Vistarama President Carl Dudley has named Carl Winston, production head of Geisel-Gasstag Studios in Munich, who leaves for Europe tomorrow, as official Vistarama representative to set up production deals under which Dudley Pictures Corp. will co-produce films to be made by European producers with Vistarama Lenses.

Dudley and Richard Goldstone, vice-president, fly to Europe next month to set up co-production deals in Germany, Switzerland, Austria.

MGM 'See for Self' Worldwide Meet Set For Aug. 31 - Sept. 4

M-G-M's domestic and international "See for Yourself" sales conference, at which new product scheduled for fall and winter release will be shown to sales executives from all over the world, will be held at the M-G-M studios in Culver City, Calif., and at the Ambassador Hotel in Los Angeles during the five-day period starting Aug. 31, Charles M. Reagan, M-G-M general sales manager, and Arthur M. Loew, president of Loew's International Corp., announced yesterday.

The new product to be screened at the conference includes: "Easy to Love," in color by Technicolor, with Esther Williams, Van Johnson, Tony Martin and John Bromfield; "Fort Bravo," Ansco color, with William Holden and Eleanor Parker; "Kiss Me Kate," Ansco color, with Kathryn Grayson and Howard Keel; "The Long, Long Trailer," Ansco color, print by Technicolor, with Lucille

(*Continued on page* 5)

Fox, O'Keefe in Pola-Lite Posts

Executive appointments involving Matthew Fox, S. G. Fassoulis and Al O'Keefe were announced here yesterday by the Pola-Lite Co., manufacturers of three-dimensional glasses.

Fox has been named chairman of the board; Fassoulis, head of an international export-import business, becomes president and chief executive officer, while O'Keefe, former executive of Universal Pictures, has been signed as vice-president in charge of sales.

Pola-Lite also announced yesterday

(*Continued on page* 5)

CUT OF $1,000 FOR CINEMASCOPE LENS

To Release from 75 To 100 Next Year In CinemaScope

From 75 to 100 pictures in CinemaScope will be available for distribution throughout the world in 1954, Spyros P. Skouras, president of 20th Century-Fox, estimated here yesterday.

Skouras forecast that American companies will account for about 50 of the estimated total 1954 CinemaScope releases. He said that his own company will probably release 20 next year and the remainder will come from other major U. S. studios and independent producers. Beginning with "The Robe," which is slated to premiere at the New York Roxy on Sept. 16, there will be a CinemaScope

(*Continued on page* 4)

AA Managers Meet In Chicago Aug. 22

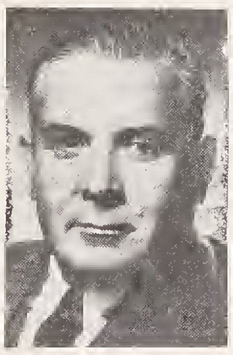
Morey R. Goldstein, Allied Artists vice-president and general sales manager, has called a meeting of the company's branch managers for August 22-23 at the Drake Hotel, Chicago. Goldstein will preside, and Harold Mirisch, vice-president, will give a detailed outline of the company's 1954 product.

Division sales managers L. E. Goldhammer, James Pritchard and Harold Wirthwein, will conduct individual meetings with managers in their territories.

Exhibitor Savings Made Possible by Stepping Up Of Production: Skouras

By MURRAY HOROWITZ

A reduction of $1,000 for a pair of CinemaScope projecting lenses was announced here yesterday by Spyros P. Skouras, president of 20th Century-Fox.



Spyros P. Skouras

Skouras, in addition to announcing the substantial reduction in lens cost, outlined the company's progress in perfecting its process, aimed at bringing the American public back to motion picture theatres in record numbers.

The new prices for CinemaScope lenses are approximately $1,900 for a larger pair, measuring 4 inches in diameter and about $1,800 for the 2⅞ inches smaller pair,

(*Continued on page* 4)

20th to Unveil New Sound System Here

A demonstration of 20th Century-Fox's four-track sound film process, used in conjunction with CinemaScope, will be held here tomorrow afternoon in the company's projection room, it was announced here yesterday by Spyros P. Skouras, president.

Skouras said the process, developed with the cooperation of such equipment manufacturers as Radio Corporation of America, General Precision Laboratories, Bell & Howell, and the Reeves Sound Corp., will avoid the

(*Continued on page* 5)

Mason Bill Veto Launches Price Scale Increases

Death of the Mason admission tax exemption bill is being followed swiftly in widely separated areas of the country by increases in box office price scales. Many theatres, counting on elimination of the tax, held off price increases for months. Now the bars are down and, with some operators already having taken the step, it is expected that many others will follow. In other situations where the market will not absorb price increases, theatre closings are unavoidable.

In Lowell, Mass., Norman Glassman is raising prices at his Rialto Theatre from 35 cents to 40 cents, top. He has closed his Lafayette Theatre in Haverhill and will convert it into a store. The Snider circuit has closed the only theatre in Ware, a suburb of Worcester.

Officials of some other New England circuits report that they are considering closing "borderline" houses, which represent approximately six to eight per cent of the total number of theatres in the Boston exchange territory.

Claude Ezell, head of the International Drive-in Theatre Owners Association in Dallas, has stated that in order to offset operational losses in his circuit, despite the reaching of the so-called "point of diminishing re-

(*Continued on page* 5)

Seeks No Patents on CinemaScope System

Twentieth Century-Fox has not nor does it plan to apply for any patents covering its CinemaScope process, Spyros P. Skouras, president, stated here yesterday.

This position, he emphasized, is in keeping with 20th-Fox's policy of making its technical improvements available to the entire industry.

Personal Mention

IRVING WORMSER, Columbia Pictures sales executive, was a visitor in Jacksonville from New York.

•

FRANK DIZKOT has resigned as assistant manager of the Crown Theatre, Hartford, to join Shulman Theatres, in that city, as manager of the Rivoli.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, has left Atlanta for Mobile and New Orleans.

•

MICHAEL LINDEN, MPAA librarian, is the father of a girl born Sunday to MRS. LINDEN at Flushing Hospital. Baby will be named AMANDA LOUISE.

•

MARY SMITH, of the 20th Century-Fox Jacksonville office, has been married to WILLIAM THURMAN.

•

BRETAIGNE WINDUST, director, will sail from New York for Europe today aboard the S. S. Queen Mary.

•

JEANNE CRAIN, accompanied by her husband, PAUL BRINKMAN, will sail for Europe today on the S. S. Liberte.

•

ANNE BAXTER, who arrived in New York last week from Germany, will leave here tomorrow for Hollywood.

•

R. J. INGRAM, Columbia Pictures Southern district manager, was in Jacksonville this week from Atlanta.

•

MISCHA AUER, accompanied by his daughter, will sail for Europe today on the S. S. Liberte.

•

JOSEPH S. BOYLE, of Loew's Poli, Norwich, Conn., has returned there from Syracuse.

•

RICHARD SUKEL has been named manager of the Adams Theatre, Adams, Mass.

•

HENRY HELLRIEGEL, theatre builder of Youngstown, Ohio, is confined to St. Elizabeth Hospital in that city.

•

FRANK SINATRA will arrive here from London today.

•

RICHARD TODD will arrive in Cleveland today from Boston.

•

MARLON BRANDO will sail for Europe today on the S. S. Liberte.

•

TED ARIAS has been named manager of the Ribault Drive-in, Jacksonville.

Opening Day Record

A new opening day record for the 587-seat Normandie Theatre here was set yesterday by Warners' "So This Is Love." A gross of $2,200 was estimated for the day by the management.

Murphy Paramount Montreal Manager

TORONTO, Aug. 11.—Promotion of Bob Murphy, for many years Vancouver branch manager, to Montreal branch manager, was announced yesterday as one of four changes in Paramount's Canadian sales organization. Murphy replaces Tom Dowbiggin who, because of ill health, is entering semi-retirement. Dowbiggin will continue with the Montreal branch as consultant sales manager.

Also, Bob Lightstone was named Vancouver branch manager. He was promoted from salesman in the Winnipeg branch. Norm Simpson was promoted in the Winnipeg branch from booker to salesman. The changes were announced by Gordon Lightstone, Paramount Canadian general manager.

Levey Supports Plea For Subscription TV

Approval of subscription television by the Federal Communications Commission would result in swift expansion of the TV medium and would benefit communities throughout the country.

This statement, made yesterday by Arthur Levey, president of Skiatron Electronics and Television Corp., supported the application made to the FCC on Aug. 7 by four firms holding permits for UHF stations requesting the commission to authorize the use of subscription TV.

N.E. Theatres Obtain Films, Despite Strike

BOSTON, Aug. 11.—Despite the strike of Interstate Trucking Company drivers in Western Massachusetts, Rhode Island and Connecticut, every theatre in the struck area had a new show over the weekend. Boston exchanges, exhibitors and the Railway Express Company all cooperated to maneuver the film prints, resulting in service to every house.

The Boston area, itself, is not affected by the walkout, which is now in its seventh day.

U-I Dispute in Buffalo Settled

BUFFALO, Aug. 11.—Basil's Lafayette has settled its dispute with U-I. One of the results of the dispute was the lining up by U-I of what was called in large ads "A City-Wide Drive-In Theatre Film Festival, starting Aug. 5. Buffalo's Drive-In Theatres will present the first Western N. Y. Showing of Six Brand New Hollywood Hits." The out-doorers are doing big business with six new U-I productions.

RKO Advances Febrey

BUFFALO, Aug. 11.—Arnold Febrey has been appointed office manager at the local RKO Radio exchange. Febrey, a veteran RKO Radio branch employe, will also cover the Syracuse territory as a salesman. Febrey succeeds William J. Cuddy as office manager. Cuddy now is office manager in Boston.

Vistarama in Talks With Major Studios

Negotiations for the use of the wide-screen Visterama process are under way on the Coast with Paramount, M-G-M, Columbia and Republic, a Vistarama spokesman disclosed here yesterday.

He said the talks are being conducted by Carl Dudley, Vistarama president. The company already has concluded a deal with Warner Brothers.

Doyle Named to U-I Far Eastern Post

Arthur Doyle, Universal's managing director in Japan, has been appointed Eastern and Far Eastern supervisor for the company by Aremico Aboaf, vice-president and general sales manager of Universal International Films. Doyle replaces Herbert L. Tonks, resigned.

Wallace Orr, at present U-I singapore manager, will succeed Doyle as managing director of the Japan subsidiary, and also will act as assistant to Doyle. The latter will make his headquarters in Tokyo. He was in the Far East with 20th-Century Fox for many years and joined U-I in Japan last September.

Orr joined U-I in Australia in 1940.

Musical Cavalcade Issued by ASCAP

Publication of the American Society of Composers, Authors and Publishers' "35 Years of Hit Tunes" was announced here yesterday by Stanley Adams, president. Approximately 1,500 well-known works from hundreds of thousands of titles in the ASCAP repertory are listed in the 48-page booklet under their publication dates from 1917 to 1952.

Complimentary copies of the booklet will be sent this week to all ASCAP-licensed radio and TV stations, motion picture theatres and general licensees.

Morris Due Tomorrow

R. A. Morris, overseas sales manager of Associated British-Pathe Pictures of London, is on the last lap of a world trip to visit his distributors and is due to arrive in New York by plane tomorrow. While here he will discuss release plans for forthcoming product with executives of Allied Artists.

Witt in New W. B. Post

HOLLYWOOD, Aug. 11.—F. Elliot Witt has been named controller for Warner Bros. Burbank studio. Cy Wilder will continue as assistant treasurer at the studio.

Reade Confab Today

City managers and drive-in managers of the Walter Reade Theatres will meet today at the home office here. Walter Reade, Jr., will preside.

'Job Night' Stunt In Illinois Is Ruled Illegal

CHICAGO, Aug. 11.—"Job Night," a promotion being offered by some small-town theatres in downstate Illinois as an added attraction, has been ruled illegal by Latham Castle, Attorney General of Illinois, in an opinion handed down in answer to a query by States Attorney Harry Stevens of De Witt County.

To participate in "Job Night" a person must file an application seeking a job as good will ambassador for the theatre, including with the application a theater ticket or a "reasonable facsimile."

Reward Is "A Job"

On "job night" a ticket is drawn and the person who holds the number is paid a sum of money, if he accepts the job within three minutes, to act as a good will ambassador and "promote" the theatre. Castle, in his opinion, referred to a previous opinion handed down by an Illinois Attorney General in 1936 outlawing "bank night." The scheme is a lottery, he concluded, inasmuch as that is not the way a theatre ordinarilly would select its help. It violates the constitutional provisions and statutes of the state, he said.

The largest town in De Witt County, where "Job Night" seems to be most prevalent, is Clinton.

Girls-and-Gown Tour For IFE Campaign

Three Italian starlets and a collection of original Fontana gowns will be brought to this country for a nation-wide tour by IFE Releasing Corp. as a promotion campaign for "Three Girls From Rome." The picture will have pre-release engagements in September and October.

Signora Fontana, head of the Rome establishment, has arrived in New York to conclude plans for the fashion shows with Jonas Rosenfield, Jr., IFE vice-president, and Bernard Lewis, promotion manager. The girls and gowns are due to arrive here Sept. 4. Among the cities tentatively slated for the junket are Boston, Philadelphia, Baltimore, Washington, Chicago, Cleveland, Dallas, Los Angeles, San Francisco, New Orleans and Atlanta.

Leon Levenson Dead

BOSTON, Aug. 11.—Leon Levenson, 47, chairman of concessions committee, Theatre Owners of America, also head of theatre concessions for the American Theatres Corp., died suddenly this afternoon. A graduate of Harvard, class of 1928, he is survived by his widow and a brother, George.

Roth, Pathe Director

CHICAGO, Aug. 11.—Max Roth, of Capitol Films, has been elected to the board of directors of Pathe Industries. At the same time, it was disclosed that Capitol will handle distribution in this area of the independently-produced 3-D film, "Hannah Lee."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"HAS LEO BEEN DRINKING? HE'S SO HIGH!"

NO, dear friends, here's what's making him so GLEEFUL!

"BAND WAGON" IS A NATIONWIDE SMASH!

Not only at Radio City Music Hall where in the 5th week of a long run it's M-G-M's Biggest Musical in 2 years, but everywhere it's the same. For instance, Biggest M-G-M Musical in 2 years in Philadelphia and Atlantic City. Washington, D. C. second week continues to be top M-G-M musical in 2 years. Toronto sensational, best M-G-M musical in 12 months. Pittsburgh and Rochester terrific. In first 54 spots happy patrons are climbing aboard. Hitch "The Band Wagon" to your theatre for a long and merry run!

"LILI" IS A DILLY!

Every new date adds further to the fame of M-G-M's enchanting Technicolor Musical. At press time the Toronto opening is close to house record and in New York its 21st week is best since the 15th. Long runs continue in N.Y., Kansas City, Portland, Chicago, Buffalo, Houston, Cincinnati, Seattle, Oakland, as the list of extended engagements mounts. A showmanship delight that pays off.

THE FANS LOVE "MAIN ST. TO BROADWAY"!

Names make boxoffice news and in the first 39 engagements of this Lester Cowan production the folks are flocking to see the greatest assemblage of top show business personalities ever. A love story that's socko for the fans. An exploitation gold-mine.

LANA'S "LATIN LOVERS" LOOKS LOVELY!

Exciting trade forecast for M-G-M's next big Technicolor Musical with the "Bad and Beautiful" girl in a racy romance of gay Rio.

YOU'LL REMEMBER SEPTEMBER!

SEE
FOR
YOUR-
SELF!

Trade talk is HIGH about the "SEE FOR YOURSELF" Trade Previews for exhibitors in 100 cities following M-G-M's "SEE FOR YOURSELF" Sales Meeting at the Studio, where 10 Big Pictures, largest number of top attractions ever produced for consecutive release, will be screened.

New Plant to Turn Out CinemaScope Screens Acquired

BUFFALO, Aug. 11.—The Glowmeter Corp., local screen manufacturer, has purchased one of the principle factory and office buildings of the American District Steam Co., Inc., in North Tonawanda for the expansion of CinemaScope Miracle Mirror screen production. The purchase of the plant and of specially-built machinery, will represent a Glowmeter investment of $1,100,000, it was said.

Sees Operation by Oct. 1

Glowmeter recently signed a contract with 20th Century-Fox to supply screens for CinemaScope showings. The Buffalo company declares the volume of screen orders to be filled in the next year will exceed $5,000,000. Glowmeter expects to be operating in its new plant by Oct. 1 and to be employing some 200 at that time.

Acquisition of the new plant will enable Glowmeter to double production of its screens that are marketed under the trade name of Magniglow Astrolite. The screens can be used with all kinds of film projection systems. Glowmeter screens have been manufactured on a sub-contract basis by a New England company and fabricated by Radiant Mfg. Corp. of Chicago. Glowmeter will continue this sub-contract arrangement and at the same time manufacture and fabricate screens itself in North Tonawanda.

Fifth Week Winners Named by Century

Winners have been named for the fifth week of Century Theatres' theatre operation drive. In the Brooklyn district, first, second and third prizes went, respectively, to the Avalon, Albemarle and Marine theatres. First, second and third prize winners for the Long Island district were the Prospect, Shore and Queens, with a consolation award going to the Argo Theatre.

Altec Woman Pensioned

CHICAGO, Aug. 11. — The first feminine employe of Altec Service Corp. to become the recipient of a company pension is Elsie Gustafson, secretary to F. C. Dickely, Chicago division manager. Miss Gustafson entered the service of Erpi, predecessor of Altec, in 1928.

Retain Prof. Chretien For Ten-Year Period

Professor Chretien of France, the inventor of the anamorphic lens used in the CinemaScope process, has been retained for a 10-year period by 20th Century-Fox, Spyros P. Skouras, president, disclosed here yesterday.

Skouras said the annual retainer fee is a modest one, pointing out that Professor Chretien will get $1 per lens sold as a royalty fee. Skouras noted that the lens production in the U. S. will be handled by Dr. Sydney Newcomber, in addition to Bausch and Lomb.

Reduce CinemaScope Lens

(*Continued from page 1*)

it was stated. This compares with the previous price tag of $2,875 per pair, both large and small. This reduction, Skouras explained, was made possible by world-wide increased production facilities and the multi-million dollar commitments of 20th-Fox to insure mass production.

The price reduction on the lenses, it was added, will be retroactive to all exhibitors who already have placed their orders. Lenses will be delivered to theatres in conjunction with individual bookings, it was pointed out.

As to the present Miracle Mirror Screen, Skouras said the price of $3 per square foot still remains, explaining that costs in that field could not be brought down. Sixty cents of the $3 cost, it was added, goes to the screen distributor. However, he said tests are underway with the Magniglow Astrolite Screen, which may offer a lower screen cost. Skouras, referring to smaller situations, predicted that a cheaper screen will be offered before the first CinemaScope attraction, "The Robe," hits the subsequent run houses. The 20th-Fox president emphasized, however, that on the basis of scientific tests conducted by the company, the Miracle Mirror screen offers the best picture.

$10,000,000 for Equipment

The huge outlay of capital and energy to convert 20th-Fox production to the CinemaScope process and prepare equipment for theatres throughout the world was underscored by Skouras. About $10,000,000 has been committed by 20th-Fox to insure the necessary equipment. He estimated the total investment in the CinemaScope process, taking in the retooling and the investments made by individual equipment companies, at $100,000,000.

Skouras, flanked by Al Lichtman, distribution director; Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, and Earl Sponable, research director, told the trade press conference that every major studio with the exception of Paramount Pictures now has commitments to produce CinemaScope films. Lichtman stated the CinemaScope license fee to outside producers varies according to whether production is on an annual or per picture basis. On a per picture basis, it was stated, the fee remains at $25,000. On an annual basis, the cost per picture is substantially less, it was indicated.

Promises Reduction

Skouras said that foreign producers will pay about $6,000 or $7,000 per picture for CinemaScope licenses on pictures designed for their respective domestic markets. "I assure you," Skouras added, "that if anyone (in the U.S.) makes 10 or 12 pictures, the price will be reduced to the cost in the European market."

The initial resistance by major American companies to CinemaScope has been largely dissipated, Skouras maintained. He described the costs to both producers and exhibitors as small, compared with the 20th-Fox investment in the process and the huge potential in revenues being pioneered by 20th-Fox.

Plans are underway, Skouras went on, to constantly improve the process and these improvements will be incorporated without any change in the projection lenses. "If there will be 3-D without glasses, we'll be the first to have it adapted for CinemaScope," Skouras predicted.

Entire Studio "Geared"

In response to a question, Skouras and Lichtman stressed that there will be no conventional versions of CinemaScope productions made for distribution by the company. He said the company has commitments for conventional films with such producers as Leonard Goldstein, Edward Alperson and Bert Friedlob and will reassess its conventional film needs next March or April. The entire 20th-Fox studio, it was emphasized, is geared and will remain geared for CinemaScope production alone.

As of today all CinemaScope prints must be made in Los Angeles, it was pointed out, but the printing problem will be solved after the third CinemaScope picture is released, it was added. At that time, prints will be made abroad for the world market, it was stated.

4,000 See Canadian CinemaScope Show

TORONTO, Aug. 11. — CinemaScope had its initial Canadian demonstration here today at the Imperial Theatre and, according to comments, was received with enthusiasm by approximately 4,000 exhibitors, press representatives and government and financial leaders.

Representing 20th Century-Fox at the showing were Arthur Silverstone, Eastern and Canadian sales manager; Alex Harrison, home office representative; Peter Myers, Canadian division manager, and V. J. Beattie, Toronto branch manager.

Harrison to Kenya

Ed. N. Harrison, naturalist, whose "Song of the Land" will be released by United Artists, left here yesterday for Kenya, Africa, to start filming wild life scenes for his next picture.

Extend Magna Lease On Buffalo Theatre

BUFFALO, Aug. 11.—The Regent Theatre here has been leased by Magna Theatres Corp. for 11 more months. Magna will continue to use the Konczakowski community house for further experimental runs of its new Todd-AO wide-angle projection system, now being developed here by American Optical.

The lease has been extended to July 1, 1954.

Joseph Pyle Dies

Joseph Pyle, field representative of Altec Service Corp., attached to the company's Eastern division office at Newark, died in Wilkes-Barre, Pa., on Saturday. He was a member of the Altec organization for 20 years and had recently been elevated from field engineer to field representative. His home was in Scranton.

'Scope in '54

(*Continued from page 1*)

release from 20th-Fox every four weeks, Skouras stated.

The 20th-Fox president said that M-G-M in 1954 will release five in CinemaScope, Walt Disney Productions one, and others from Columbia, Allied Artists and independent producers. Included in his estimate, Skouras pointed out, was 10 to 15 from Warner Brothers in that company's WarnerSuperScope process, which Skouras said was similar to CinemaScope.

Regarding "The Robe," Skouras said it will be released on a worldwide scale by January, 1954. To indicate the wide acceptance of CinemaScope abroad by producers, Skouras said 20th-Fox has made a deal for five pictures to be filmed in England and five in Mexico.

Showmen Back Lux For Buffalo Mayor

BUFFALO, Aug. 11.—Jack Mundstuk, manager of the local M-G-M branch, has been named chairman of the Non-Partisan Show Business Committee for Elmer Lux for Mayor. At a meeting held in the Sheraton Hotel plans were discussed for a get-together party in the Variety Club on Aug. 24.

Lux, who is head of Elmart Theatres, Inc., and president of the Buffalo city council, has been endorsed for mayor by the Democratic county committee and is campaigning for mayor in the September primaries. He is a former manager of the local RKO Radio exchange and has held several theatre circuit posts. He is a past chief barker of Tent 7, Variety Club, and is a national canvasman.

Taub Seeking Talent For Hispano Here

In preparation for the launching of the film-stage policy at the Hispano Theatre here on Sept. 11, William L. Taub, president and managing director, has left for Mexico City for the purpose of signing Latin-American talent for the house. Initial personality to appear at the Hispano, which has been completely modernized, will be the Mexican comedy star who is known as Cantinflas.

Following his Mexican trip, Taub will go to the Coast and then to Madrid where he expects to sign additional talent for the theatre's Spanish policy.

Prizes Awarded in Floyd Circuit Test

ATLANTA, Aug. 11.—Ernie Reid, manager of the Starlite Drive-in at Wauchula, Fla., a unit of the Floyd Theatres, won the $100 award for special efforts in exploitation and general good management in the recent celebration marking the 13th anniversary of the circuit.

Marcy Melandrearas, manager of the Hardee Theatre, also in Wauchula, won the $50 prize for best promotion of popcorn sales.

Open Saratoga Drive-in

SARATOGA, N. Y., Aug. 11.—The Spa Drive-In, just north of here, was opened recently by Jerome Fuller. It accommodates 450 cars.

National Pre-Selling

"RETURN to Paradise" full color ads will appear in "Pictorial Review," "Redbook's" September issue, "Parent's" October issue, "This Week's" August 16th issue and turnabout ads have appeared in "Life" and "Look."

●

"Blowing Wild" is publicized in the August issue of "Woman's Home Companion by a full page Lux Soap ad. Ruth Roman, the picture's co-star, is spotlighted in an ad directed to feminine motion picture theatre patrons.

●

"Sailor of the King" was produced with the active aid of the British Admiralty. Two British cruisers, the Cleopatra and the Glasgow, also the mine layer Manxman, were loaned to 20th Century-Fox so that "Sailor of the King" could be produced in an authentic environment. The production story is graphically told in the August 23rd issue of "Look."

In the same issue there are photographs of Gary Cooper and his family made in Italy, with his Italian foster daughter he adopted through the Foster Parents Plan for war children.

Also in the issue are some still photographs made of Deborah Kerr and Burt Lancaster for "From Here to Eternity," which were censored by the Breen office and therefore not asked for publicity or advertising purposes.

●

"The Moon Is Blue" is reviewed in the August issue of "Redbook." "Scared Stiff," "The Beast from 20,000 Fathoms" and "The Girl Next Door" are listed in "The Best Bets in Your Neighborhood" department of the same issue.

●

"The Band Wagon's" dance scenes are delineated and pictured in the current issue of "Life" under the title "Fearless Fred on a Fire Escape." Fred Astaire appears on the first page of the story dancing on a fire escape which leads to nowhere. On the following pages Fred in his plane and bouncy manner is shown dancing with Cyd Charisse and with other dancers in the Times Square subway station.

The girl on the front cover of "Life" is not a movie star, she is an Irish girl modelling fashions made in Ireland. It's my guess the Irish colleen will receive offers from some of our Hollywood studios.

●

"Elephant Walk's" star, Elizabeth Taylor, gave some very interesting news to Louella Parsons. The interview appeared in the August 9th issue of "Pictorial Review."

●

"White Witch Doctor," "Below the Sahara" and "Tanga Tika" are reviewed in the August issue of "Seventeen." Each one of the reviews is illustrated by a photograph made on the production set.

●

"About Mrs. Leslie's" star, Shirley Booth, is the cover girl on the current issue of "Time." A very informative and interesting cover story of Shirley's career appears in the issue. Burt Lancaster, who played with her in "Come Back, Little Sheba," said "Shirley is a nugget, a diamond, a pot of gold. She's Babe Ruth. She's Mickey Mantle."

WALTER HAAS

MGM Worldwide Meet

(Continued from page 1)

Ball and Desi Arnaz; "Take the High Ground," Ansco color, with Richard Widmark, Karl Malden and Elaine Stewart; "All the Brothers Were Valiant," Technicolor, with Robert Taylor, Stewart Granger and Ann Blyth; "Mogambo," Technicolor, with Clark Gable and Ava Gardner.

In addition, the conference will be shown excerpts from MGM's first CinemaScope productions, "Knights of the Round Table," in Technicolor, with Robert Taylor and Ava Gardner, and "Rose Marie," in Eastman color, with Ann Blyth, Fernando Lamas and Howard Keel.

Arrangements are now being made for theatre screenings of "Mogambo" in approximately 100 theatres in exchange and other cities throughout the country, and it is expected that the other pictures in the "See for Yourself" campaign will be scheduled for screenings in the next few weeks.

As an incentive to enlist exhibitor co-operation, M-G-M's sales and promotion departments will conduct a contest among exhibitors for the best campaign on "Mogambo," the campaigns to be submitted by exhibitors following the "See for Yourself" trade shows.

The trade screenings of "Mogambo" are being arranged to take place, wherever possible, in theatres equipped for showing the pictures on wide screen with stereophonic sound during the morning hours prior to the opening of the theatres to the public.

Attending the studio conference beginning Aug. 31 will be sales executives from the overseas offices of Loew's International Corp., a special group of home office executives, M-G-M's sales managers, district managers and branch managers, and the field representatives of the exploitation and promotion department.

Fox, O'Keefe

(Continued from page 1)

that it had signed a long-term agreement with National Film Service, through James Clark, president, and Chester Ross, executive vice-president, whereby the Pola-Lite's 3-D glasses will be sold and distributed through National Film Service's 33 affiliated exchanges in key cities.

With the completion of the company's fifth plant, production capacity will reach 7,000,000 glasses per week, the company stated. The new plant is located in Brooklyn. Other Pola-Lite plants are situated in Long Island, (two) Leominster and Toronto.

In a joint statement, Fox and Fassoulis, the two principal owners of Pola-Lite, said: "We have shifted our entire production output to a new type of all-plastic 3-D glasses, with malleable, adjustable, plastic earpieces, with a higher degree and perfection of polarization than ever before developed. They will be immediately available through any of the offices of National Film Service."

20th Sound System

(Continued from page 1)

errors made when sound was first introduced. This system, he pointed out, does away with the problem of synchronization, putting the stereophonic sound track on the same film as the picture.

Skouras said this new development represents a saving in millions of dollars to producers alone in print costs.

Louis Murphy Dead

HARTFORD, Aug. 11.—Louis D. Murphy, 76, pioneer exhibitor in Thomaston, Conn., is dead. In recent years, he had managed the Park Theatre in that town.

Re-equip Portland House

PORTLAND, Ore., Aug. 11.—The Oriental Theatre here shortly will be equipped with a new Miracle Mirror Screen.

New Screen for Censors

COLUMBUS, Aug. 11.—Third-dimension projection equipment plus a wide-screen are being installed in the screening room of the Ohio Censor Board here.

Lease TV Sets

(Continued from page 1)

trade came in the wake of the smash box-office results last September realized by the S-3 Drive-in Theatre, Rutherford, N. J., which telecast the Marciano-Walcott bout. RCA put in its installation there, it was learned, on an experimental basis and was pleased with the fight's box-office draw, estimated at $12,000 in net receipts at $10 per car.

Report 20 Sets Available

It is understood that RCA and GPL have about 20 theatre TV sets available for leasing and orders will be filled, it was stated, on a first come, first served basis.

'Devil's Canyon' Opens Aug. 19

Initial openings of RKO Radio's 3-D picture, "Devil's Canyon," will start on Aug. 19, Charles Boasberg, general sales manager, announced here yesterday. Among the Aug. 19 bookings are the Missouri in Kansas City, Pantages and Hillside in Los Angeles, Orpheum in Minneapolis and St. Paul, Keith in Syracuse and Golden Gate in San Francisco.

Other bookings between Aug. 20 and Sept. 11 include theatres in Denver, Cleveland, Cincinnati, Sioux City, Cedar Rapids, Davenport, Des Moines, New Orleans, Washington, Columbus, Dayton and Oklahoma City.

Loew's Shifts Managers

Managerial changes in Loew's Theatres include the appointment of Maurice Druker, of the State Theatre, Providence, to replace the late Howard Burkhardt as manager of Loew's Midland, Kansas City. Druker will be replaced at the State by Larry Levy, of Reading.

Levy's managerial post in Reading will be taken by Robert Diem, assistant manager of Loew's Aldine in Wilmington.

Dyer Readies Drive-in

CHICAGO, Aug. 11.—Charles Dyer, owner of the Lyric Theatre in Earlville, Ill., is rushing to completion his new drive-in near Belvidere, Ill. He plans to open some time late in the summer.

Mason Bill

(Continued from page 1)

turns," he intends to increase prices ranging from 11 to 18 per cent. He will boost prices on the premise that the increase will be remitted proportionally to the patrons when the Federal tax is reduced or eliminated. Ezell said this was "the only alternative for many members of the International group."

In commenting on the campaign for the passage of the Mason Bill, Ezell said the "first round was won through a great unified effort which should thoroughly convince everyone, even a die-hard skeptic, that COMPO is indispensable to our industry."

Mall Shuts for Summer

CLEVELAND, Aug. 11. — The Lower Mall here, with an art and foreign film policy, has closed for a five-week period.

Ohio Town Ends Tax

CLEVELAND, Aug. 11. — The three per cent amusement tax imposed in nearby Lakewood has been repealed by the town council of that community. The tax was enacted in 1947. It was eliminated Aug. 1 without the signature of Mayor Amos I. Kauffman. Affected are the Milliard Square, Homestead and Detroit theatres.

Woods Plugs Palace, Showing Cinerama

CHICAGO, Aug. 11.—The Woods Theatre gave "This Is Cinerama," playing at Eitel's Palace here, a plug in its newspaper ads today, saying "We wish to add our posies to the lavish bouquets which the critics and the public have tossed to Cinerama. The advent of Cinerama keeps Chicago in the forefront as an entertainment capital of the world. It is one of the great new forms of entertainment which moviegoers can enthusiastically look forward to. Don't miss the two great entertainment 'musts': 'Cinerama' and 'The Moon Is Blue'."

"The Moon Is Blue," now in its seventh week at the Woods, is doing well, with a gross of about $25,000 in prospect for the current week.

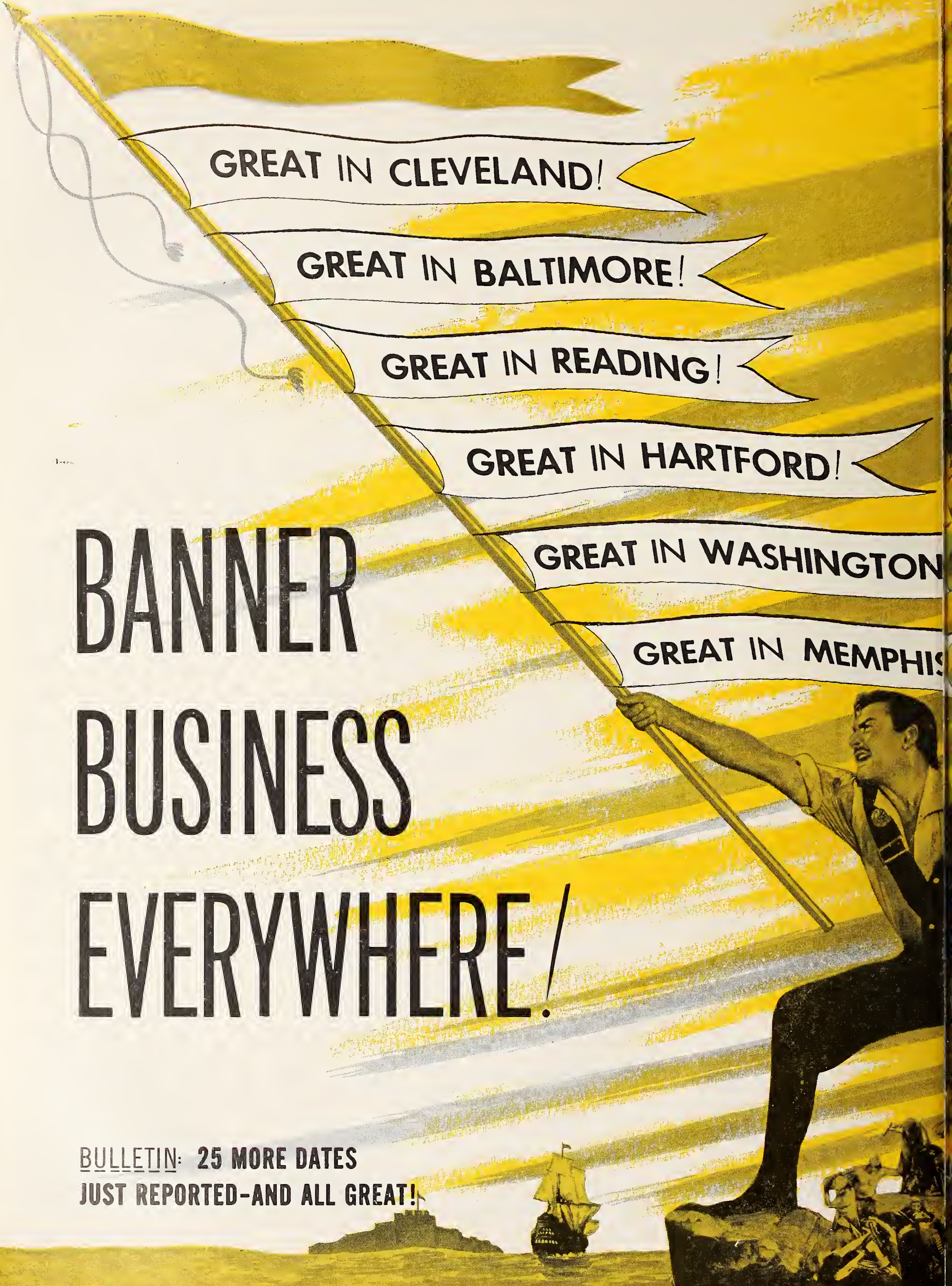
A. R. Blocher Dies

INDIANAPOLIS, Aug. 11.—Albert R. Blocher, 53, buyer for Y & W Management Corp., was found shot fatally today in the cloakroom of the Universal exchange shortly after he left the screening of "The Assassin." He is survived by his widow and a son.

Resume Salesmen Talks Sept. 8

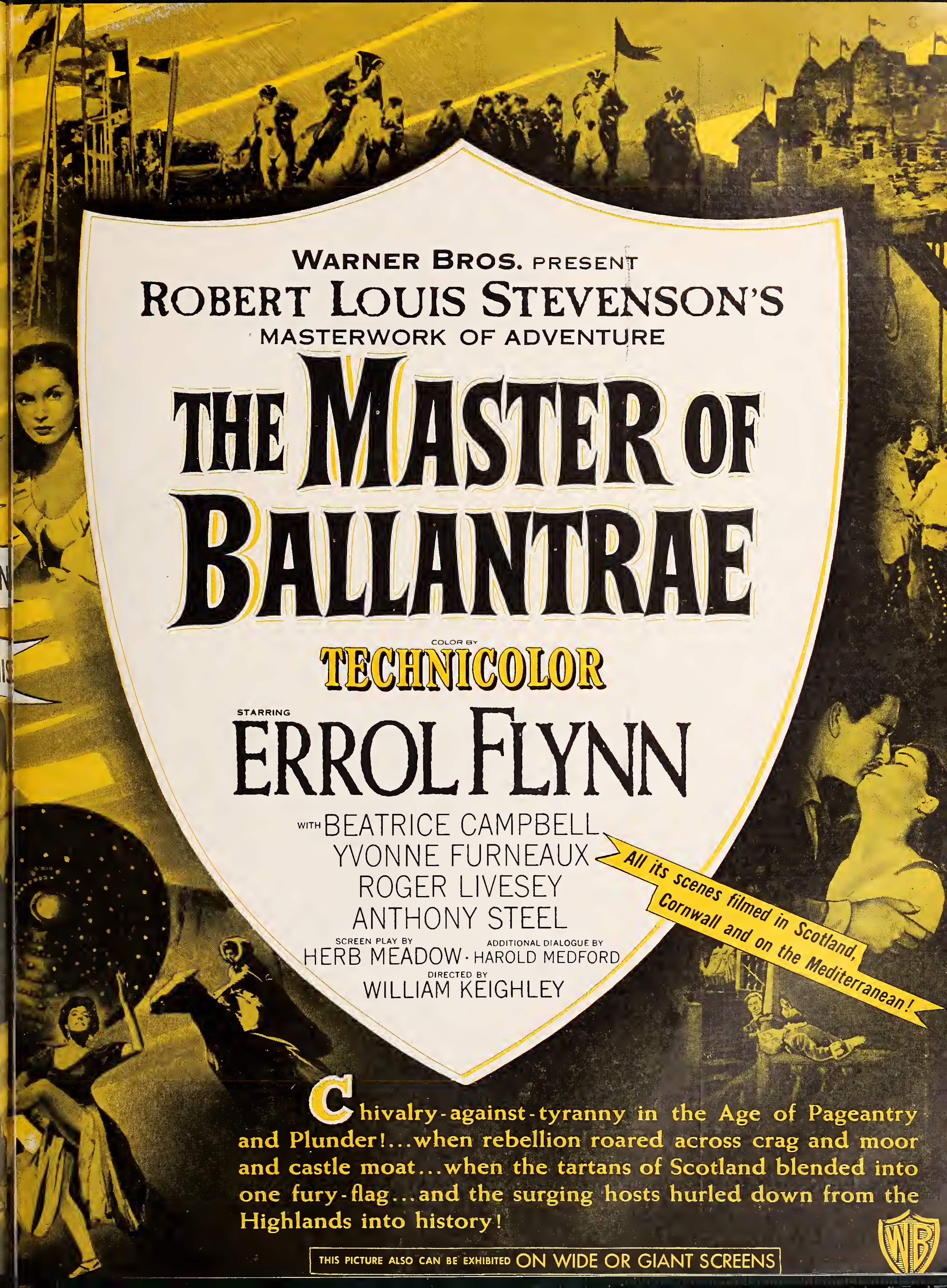
Negotiations for a new contract between the distributors and the Colosseum of Motion Picture Salesmen will be resumed on Sept. 8, according to David Beznor, general counsel.

As previously reported in MOTION PICTURE DAILY, the existing contract has been extended 60 days. The extension agreement contains a provision that any increases in salary and expense allowance resulting from the negotiations shall be retroactive to Feb. 17.


GREAT IN CLEVELAND!
GREAT IN BALTIMORE!
GREAT IN READING!
GREAT IN HARTFORD!
GREAT IN WASHINGTON
GREAT IN MEMPHIS

BANNER BUSINESS EVERYWHERE!

BULLETIN: **25 MORE DATES JUST REPORTED—AND ALL GREAT!**



WARNER BROS. PRESENT

ROBERT LOUIS STEVENSON'S

MASTERWORK OF ADVENTURE

THE MASTER OF BALLANTRAE

COLOR BY

TECHNICOLOR

STARRING

ERROL FLYNN

WITH BEATRICE CAMPBELL
YVONNE FURNEAUX
ROGER LIVESEY
ANTHONY STEEL

SCREEN PLAY BY
HERB MEADOW · ADDITIONAL DIALOGUE BY HAROLD MEDFORD

DIRECTED BY
WILLIAM KEIGHLEY

All its scenes filmed in Scotland, Cornwall and on the Mediterranean!

Chivalry-against-tyranny in the Age of Pageantry and Plunder!...when rebellion roared across crag and moor and castle moat...when the tartans of Scotland blended into one fury-flag...and the surging hosts hurled down from the Highlands into history!

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS

Eady Fund Receipts Down in 3d Year To £2,750,000

LONDON, Aug. 11.—It is estimated that about £2,750,000 was collected during the third year of the Eady Fund, ended recently. The sum compares with £2,969,149 collected in the preceding year and an advance estimate of £3,000,000 for the year just ended.

Uncertainty still exists over the future of the Eady plan which, the government has warned, will be made statutory unless the several branches of the industry are able to agree on a basis for its continuance. Exhibition would prefer the government to make a direct subsidy to producers but the Cinematograph Exhibitor Association's general council meeting on Sept. 9 is likely to agree on the principle of a voluntary scheme.

C.E.A. will insist, however, that exbitors should not be bound to a given figure and that the amount should be conditioned by box office receipts.

Meanwhile, the latest Exchequer returns for the first half of 1953 show that entertainment tax receipts were down £847,000, compared with the first half of 1952.

Brazil Remittances Expected Shortly

Initial remittances to American film companies from Brazil under a new agreement may be forthcoming within the next two weeks, Robert Corkery, assistant vice-president of the Motion Picture Export Association in charge of Western Hemisphere desk, told a meeting of foreign department managers here this week. Corkery recently returned from Brazil and Argentina.

The MPEA meeting also reaffirmed its intention to participate in the Venice Film Festival which starts Aug. 20.

Plan Eager Fellowship

BOSTON, Aug. 11. — Newspaper friends of the late Helen Eager, who for many years was the drama and film editor of the Boston "Traveler," have formed a committee to establish the Helen Eager Fellowship at the Children's Cancer Research Foundation. The goal is a minimum of $2,500 to establish the Fellowship, which will be a part of the Jimmy Fund.

finest service to California on
"THE HOLLYWOOD"
Board United's famous one-stop DC-6 Mainliner to Los Angeles at noon, arrive at 7:55 p.m. Delicious United lunch and dinner aloft. Also "the Advance Hollywood" and "the Overnight Hollywood."
Local times quoted
UNITED AIR LINES

Reviews

"The Great Jesse James Raid"

(Lippert)

ONE of the more disastrous episodes in the turbulent life of the late Jesse James, the unsuccessful attempt to make away with $300,000 worth of gold from a Colorado mine, is dramatized with guns blazing and no sparing of the horses in this Western melodrama in Ansco color. Willard Parker portrays James this time, giving him stature and a reasonableness not commonly associated with the original, and the cast includes Barbara Payton and Tom Neal, as a dance hall girl and a James gang member, respectively. It is a Robert L. Lippert, Jr., production, directed by Reginald LeBorg, and fulfills the promise of its title adequately.

The screenplay by Richard Landau opens in the Missouri home where James, with a price of $10,000 on his head, is living under an assumed name. Bob Ford and another bandit come here and persuade him to join them in a planned raid on a Colorado gold mine. This he does, in hope of getting enough money to escape with his wife to a place where he can lose his identity. In Colorado he meets the fourth principal in the burglary, operator of a gambling joint, and when they are on the point of blasting through one mine tunnel to another, James learns that he is being double-crossed. Everybody in the cast except James and Bob Ford gets killed in the climactic sequence.

Several incidents of coldblooded murder, two major sequences of massed gun battle, one or two cases of death by dynamite, one of knife-in-back homicide, plus a couple of scenes in which one of the bandits makes headlong passes at a dance hall girl, figure in the proceedings.

Running time, 73 minutes. General classification. Release, in August.

"Times Gone By"

(I.F.E.)

ANOTHER in the series of short story combinations is offered in this foreign import. The six stories presented are flavored with continental appeal which may or may not please American audiences. Love, infidelity and controversy are the main themes which are loosely joined together as a whole by a vendor of old books, who serves as the narrator and central figure.

Sometimes the situation and dialogue are amusing and witty, sometimes sad and melodramatic, but mostly they are filled with a lusty passion. Thus the picture restricts itself to an adult audience.

The names of Vittorio de Sica, Gina Lollobrigida, Aldo Fabrizi, Andrea Checchi, Alba Arnova and Enzo Staiola must be listed as definite values.

The story gets under way with a glimpse of experts from a ballet which was popular at the turn of the century. The fragments offered are of insufficient length, causing the ballet to lose balance and meaning and appear disjointed. The other stories involve a comedy of a lovers' secret rendezvous in a provincial hotel; an argument over the possession of some manure; a story of childhood love; young romance, a wife's betrayal, and a trial of beauty.

The trial of the young wife who poisoned her mother-in-law for informing her husband of her many affairs is perhaps the gayest of all the stories. De Sica, as the bumbling lawyer, and Miss Lollobrigida, as the beautiful girl who is acquitted because of her physical charms, bring out the best of a story which might have been only moderately interesting.

Running time, 106 minutes. Adult classification. Release, in September.

6 Films Finished, 6 Started on Coast

HOLLYWOOD, Aug. 11. — The production index remained the same as last week, for a total of 25 pictures in work. Six new pictures were started and six pictures were completed.

Started were: "Jubilee Trail" and "Hell's Half Acre," Republic; "We Believe In Love," 20th Century-Fox; "Yankee Pasha" and "Saskatchewan," Universal-International; "Dial M For Murder," Warner Bros.

Completed were: "Pride of the Blue Grass," Allied Artists; "Hollywood Stunt Man" (Bernard B. B. Ray), "Beachhead" (Aubrey Schenck Prod., U. A. release), "Hondo" (Wayne-Fellows Prod., Warner release) and "Carnival" (King Bros., RKO release), independent; "Tennessee Champ," Metro-Goldwyn-Mayer.

WPTR Joining MBS

ALBANY, N. Y., Aug. 11.—Radio station WPTR, owned by the Schine circuit, will become affiliated, effective Aug. 30, with the Mutual Broadcasting System.

Seeks Accounting On 'Hellfire'

An accounting of Republic's distribution of "Hellfire" is sought here in a suit filed by Elliot McGown Productions, the firm which made the film. The suit, filed in Federal District court, charged that Republic Pictures failed to live up to its agreement, dated Nov., 1948, with the plaintiff.

3-D Popeye to Bow

Paramount's "Popeye" will make his third dimensional debut in theatres during Labor Day week in "Popeye—The Ace of Space." Oscar A. Morgan, Paramount short subjects sales manager, said the showings will be special pre-release bookings, with the picture due to go into general release on Sept. 15.

Criterion Gets 'Jury'

United Artists' "I, the Jury" will have its New York premiere at the Criterion Theatre on Aug. 21. The Park Lane Production is a 3-D film version of the Mickey Spillane novel.

Costs a Problem in Lighter Film Reels And Containers

Experiments in the manufacturing of lighter weight reels and film containers are continuing but the big problem is getting the costs down to a point where they justify the expense of re-stocking the present supply. Sample products have been delivered to distributors, but as yet no tests have been made on their durability.

3-D Samples Produced

The Film Metal Box Corp. has produced sample cases and reels made of plastic in 23-inch dimensions to accommodate 3-D exhibition. The plastic reels weigh four pounds against a six-pound weight for the metal reels. However, the plastic reels will cost $11 each, while the metal reels cost $6. The 23-inch metal reels with a full supply of film plus the metal containers now weigh 86 pounds. The plastic reels, film and container weigh approximately half that.

Meanwhile, one container company has been experimenting with a fiber glass container. However, tests were halted when the company ran into financial difficulties. It is reported that new financing has been obtained and the experiments will continue.

A division of the U. S. Rubber Co. has been interested in producing a plastic film container and representatives have been talking with major distributors. In that respect, the film companies probably would order only replacements and the volume of business is not expected to be sufficient to warrant the expense of tooling and making dyes.

Maker Wants Guarantee

Film Metal Box Corp. will go ahead with its plastic product if the film companies will guarantee 1,000 orders. Before making a decision, however, one distributor plans to wind some scrap film on 2,000-foot reels and send the container around the country in various forms of transportation so that the durability of the can can be tested.

In inter-branch transportation by air express, companies now are using a corrugated container which has proven satisfactory, but such containers would not stand the rough treatment accorded shipments by truck or railway express.

'Shane' in Record Gross in Detroit

DETROIT, Aug. 11.—"Shane," in its first week at the Michigan Theatre here, broke all opening house records for the past year, according to Art Leacenby of the local Paramount exchange. The film is being shown on a large screen, with stereophonic sound.

Add 'Escape' to UA Sept. Releases

"No Escape" has been added to United Artists' schedule of September releases. The film will go into national release on Sept. 1, ahead of five others which will be released that month.

Edit 'Go, Man, Go.'

"Go, Man, Go," Alfred Palca's forthcoming screen biography of the Harlem Globe Trotters, is in the final stages of editing, with scoring set to begin immediately. The picture was filmed in New York and New Jersey.

Series of Personal Appearances Set For Bob Hope

Bob Hope will make a series of two personal appearances in the U.S. in September before leaving for England and his forthcoming London Palladium engagement, starting the 14th of next month.

Currently co-starring with Joan Fontaine in Paramount's "Casanova's Big Night," the comedian will play the Iowa State Fair at Des Moines on September 3rd and 4th and then will fly to Washington, D. C. to participate in the annual Celebrities Golf Tournament on the 6th and 7th.

He will leave New York by plane the evening of the 7th, arriving in London the following morning. Hope plans to put on several shows in the provinces before opening at the Palladium for two weeks. The engagement will mark his second appearance at the famed showcase.

Audrey Dalton, Basil Rathbone, Hugh Marlowe, Vincent Price, Arnold Moss and Robert Hutton also head the cast of "Casanova's Big Night" which Norman McLeod is directing. Paul Jones is the producer.

Protest Treatment Of Indian Theme

TORONTO, Aug. 11.—Chief Howard Skye and his daughter, Princess Passing Cloud, otherwise Hazel Hill, of the Six Nations Indian Reservation, Brantford, waited on Secretary A. H. Jolley of the Motion Picture Industry Council of Canada to protest against Hollywood's treatment of North American Indians.

They appeared on the scene with a written complaint containing 60 signatures, which they asked to be forwarded for distribution among the studios.

Later the chief and his daughter were guests at Toronto of Famous Players Canadian Corp. and Warner Bros. for a luncheon and a showing of "The Charge at Feather River."

Re-equip Poli Houses

HARTFORD, Aug. 11. — Loew's Poli-New England Theatres Circuit has installed wide-screen facilities at Loew's Poli, New Haven; Majestic, Bridgeport; Palace, Meriden; and Poli, Waterbury, with other situations to follow shortly.

Drive-in Gets 3-D

COLUMBUS, Aug. 11.—North Hi drive-in, operated by Charles Sugarman and Lee Hofheimer, is the first Franklin County auto theatre to install 3-D. First depth film was Warner's "House of Wax."

New Screen in Hartford

HARTFORD, Aug. 11.—The Stanley-Warner Circuit has installed a 23-feet-high and 40-feet-wide screen at the first-run Strand here.

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

Reviews

"Twilight Women"

(Lippert-Romulus)

DERIVED directly from a British stageplay entitled "Women of Twilight," said to have prospered in its London run, this Romulus Production acquired by Lippert Pictures, Inc., for distribution in the United States deals earnestly and bluntly with the subject of the unwed mother and the problems that surround her. It comes at its subject by way of a story concerning a lodging-house that shelters these unfortunates, more expensively than well, and a proprietress who keeps inside the law as far as the lodging-house is concerned but doesn't in her avocational activities in baby-selling. The place is an English city, presumably London, the time is now, and the production is melancholy and depressive. The subject, dealt with candidly but not provocatively, is amenable to sensational-type exploitation, but is not in itself sensational. Hit-and-run houses are its indicated province.

Top billing is given Freda Jackson, an excellent actress seen here as the smooth-talking, evil-hearted keeper of the lodging-house. The principal paying guest, notorious mistress of a famous singer on trial (shortly hanged) for killing another woman, is played strongly by Rene Ray. There are several secondary plot-lines. In the main line of the story, Miss Ray learns ultimately of Miss Jackson's illegal activities, including an unreported death of an infant buried in the yard, and attempts to go for police, but is pushed downstairs by Miss Jackson and left to die in premature childbirth induced by her fall. Timely discovery of her plight, and developments which follow, lead to Miss Jackson's apprehension by police.

Production is by Daniel Angel, and direction by Gordon Parry, from a script by Anatole De Grunewald.

Running time, 90 minutes. Adult classification. Release, July, 1953.

"The Slasher"

(Lippert-Romulus)

THOSE juvenile-delinquency pictures the American picture companies made a few years ago as their bit toward cutting down junior-grade crime, then on the rise, were panty-waist trifles alongside this import from an England where, if this film be reliable witness, the 'teen generation must warrant grave doubt as to whether indeed "there will always be an England." The kids in this story make our Bowery Boys look like softies. So violent, vicious and altogether abandoned are they, in a story that may or may not be accurate but is completely convincing, that the Production Code Administration has declined to issue a certificate for it. Lippert Pictures, Inc., is releasing it in the United States, nevertheless. The reasons for the PCA position with respect to the picture are many and valid. Even exhibitors who sometimes aren't averse to running pictures that don't carry PCA certification will be wise to look this one over personally before throwing it onto their screens.

This was entitled "Cosh Boy," originally, the title meaning a boy who goes about armed with a cosh (a form of blackjack) which he uses to slug women preparatory to snatching their purses. In the picture James Kenney portrays the cosh-boy chief of a juvenile gang which comes to the end of its road after a series of successful exploits too ugly for detailed repetition here. Battery, burglary, assault with a gun and compulsory seduction are among the misdeeds committed in the course of the boy's under-age career in crime. The picture ends with the boy facing a belt-whipping from his stepfather and a prison sentence in prospect, but these penalties look pretty meagre alongside the things he's done.

Daniel M. Angel produced the picture and Lewis Gilbert directed it from a script by himself and Vernon Harris.

Running time, 75 minutes. Adult classification. Release, July, 1953.

Mexican Injunction Still Unimplemented

MEXICO CITY, Aug. 11.—Exhibitors are only partially pleased by the Federal Supreme Court ruling upholding the injunction they obtained some time ago from Federal Judge Ignacio Burgoa against enforcement of laws enacted on December 20, 1949 and July 5, 1951 demanding 50 per cent playing time for Mexican films. The Court, rejecting the Government's appeal from the injunction, agreed with the exhibitors' contention that the laws are unconstitutional in that they violate the constitutional guarantee of free trade.

The exhibitors' gratification is not complete because the Court has not yet acted on the Government's appeal from the injunction Judge Burgoa recently allowed them against enforcement of the 50 per cent playing time for Mexican pictures clause of the new Cinematographic Law that was enacted last fall. He again agreed with the exhibitors that this third attempt of the Government to force exhibition of Mexican pictures is unconstitutional.

Impressive Guest List For Caddy Premiere

COLUMBUS, Aug. 11. — Dean Martin and Jerry Lewis, whose new Paramount comedy, "The Caddy," will have its world premiere at Loew's Ohio Theatre here, on August 17th as the highlight of the 8th Annual National Caddy Golf Tournament to open on that date, will be joined by many other notables of the entertainment and sports world in making the event a gala occasion.

"Blue Book" of Golf

Fred Waring, Perry Como, golfer Jimmy Demaret, jockey Eddie Arcaro, top women professional golfers Patty Berg and Hawaiian Jackie Pung, Dizzy Dean, the Bauer Sisters, Johnny Palmer, Fred Corcoran and others are scheduled to participate in the Celebrities Golf Tournament, to be held jointly with the National Caddy Tournament, as well as in the gala world premiere ceremonies.

Paramount, working with a special Mayor's Committee, is sponsoring the impressive world premiere of "The Caddy."

Oppose Commission Approval for Color Video

CHICAGO, Aug. 11.—Efforts to place color television into commercial operation in the near future are opposed in a brief to the Federal Communictions Commission by U. A. Sanabria, local TV manufacturer.

Objecting to last Friday's announcement that the FCC will approve compatible color TV without further hearings if no objections are received by Sept. 8, Sanabria said there is too much confusion in the industry now and that color TV should be granted national approval only when 3-D mechanisms are available. He wants color television to be limited to the New York area "until the rest of the industry can obtain the know-how and technical information necessary to catch up with RCA and CBS."

Sees 3-D a Threat

Sanabria said that "as it now stands, we may start producing color TV sets only to have 3-D come along and make the new sets obsolete." A report here links eight other TV set manufacturers with Sanabria in objections to FCC approval of compatible color TV at this time.

In announcing "rule-making proceedings" last week, the FCC took the first step in what observers predicted would be reasonably fast approval of the National Television System Committee's compatible color TV system.

Producers Vital

(*Continued from page* 1)

dimensional systems, he summed up, "If it is great picture, it will do great business, no matter what the device is." The president of SPG, Carey Wilson, disclosed the appointment of William Perlberg as chairman of the SPG Milestone Dinner, which this year will honor Darryl F. Zanuck.

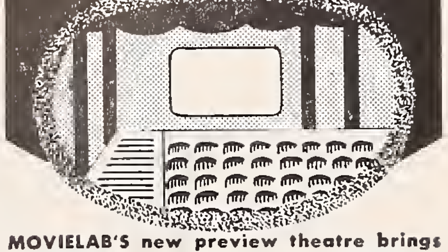
Drive-in Permit OK'd

HARTFORD, Aug. 11.—The Columbia (Conn.) Zoning Commission has approved a long-pending drive-in theatre application filed by Benjamin Hochberg and Willard B. Rogers. Construction will start immediately, and an opening is planned for early in 1954.

Sanderson on CBC

TORONTO, Aug. 11.—Gerald Sanderson, formerly manager of the Odeon Theatre here and now with the Towne Cinema, is also producing a Sunday musical show on the network of the Canadian Broadcasting Corp.

"SHOWPLACE OF THE EAST"



MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
- Three dimensional projection
★ Three channel interlock projection
- 16mm interlock projection
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

NOW Another PRACTICA
NEW STEREOSCOPE SOUND A

Again, it's RCA—the leader in magnetic film recording—with the easy solution to the new motion-picture exhibition techniques—Stereoscope Sound, an easily installed soundhead for the new single-film, magnetic-sound pictures and a complete sound system at prices beginning under $5,000.

Here is the equipment you need for Cinemascope pictures—engineered for easy handling of all standard films and for new methods of single-film, magnetic four-track pictures.

It's another of RCA's PRACTICAL ANSWERS to the exciting new challenges of the exhibition industry.

REVOLUTIONARY RCA BUTTON-ON SOUNDHEAD
as used with CINEMASCOPE

PRACTICAL DESIGN

permits quick installation of RCA Button-On Soundhead between projector and top magazine. Does not interfere with showings of standard films.

PRACTICAL ENGINEERING

lets you show the new single multi-track films without intermissions — with standard two-projector set-up.

FOUR MAGNETIC TRACKS

feed sound to four pick-up heads which in turn feed into stereophonic sound system.

FOUR MAGNETIC HEADS—

arranged for maximum response from high-fidelity magnetic sound and minimum head wear.

SOFT-LOOP SYSTEM—

for flutter-free, true-fidelity reproduction—provides plenty of slack to avoid distortion from bad splices or bent reels, etc.

ANSWER from RCA . . .
PRICES BEGINNING UNDER $5,000

RCA STEREOSCOPE SOUND SYSTEM
adaptable FOR ALL STEREOPHONIC TECHNIQUES

CONTROLLED HORN ANGLES

for perfect sound distribution to every seat in the house from every speaker location.

NEW SPEAKER DESIGN

for unequalled high-fidelity reproduction . . . true stereophonic effect . . . dramatic, exciting realism.

ANY COMBINATION

available for every theatre regardless of size or shape.

POWERFUL AUDITORIUM SPEAKERS

match RCA's behind-the-screen speakers for special sound effects.

NEW RCA AMPLIFIER SYSTEM WITH THE ALL NEW AUDIO-SYNC CIRCUIT

Designed to save space — engineered to offer all that high-fidelity, magnetically recorded, sound has to offer.

Unitized rack construction puts all units for stereophonic sound in a minimum space. In most theatres, RCA unit-built amplifier equipment takes little more room than standard sound system for 2-D films.

GET READY NOW

Be prepared for the important, new features. The startling realism of the new technique holds big box-office potential that you can't afford to miss. Contact your RCA Theatre Supply Dealer for information on delivery dates.

AND CHECK RCA's wide range of stereophonic sound systems for *Cinemascope and all other types of stereophonic films.* For realism in every seat in house—for true, dimensional sound, it's RCA Stereophonic Sound.

TMKS ®

RCA

THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Now Off The Press...

New Screen Techniques—

the book that is certain to increase your knowledge and understanding of 3-D, Wide Screen, Stereophonic Sound, Cinerama, CinemaScope and other processes—is now off the press and available for immediate distribution within the motion picture industry. It is written in non-technical language by 26 authorities. It is illustrated with many pictures and drawings. Order your copy today.

"The price of New Screen Techniques is $4.50 and pictures at ten percent of the gross would not be a better buy."—

Arthur Mayer

New Screen Techniques—
208 pages, 50 illustrations.
Durable cloth binding.
Price $4.50 postpaid.
Edited by Martin Quigley, Jr.

Quigley Publishing Company, Inc.
Rockefeller Center, 1270 Sixth Avenue
New York 20, N. Y.

Please ship immediately____copy/copies/ of *"New Screen Techniques."*

☐ Enclosed is my check or money order for $4.50 per copy including packing and postage.
☐ I will remit on receipt of invoice.

Name____

Address______________________________________

____

____

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 31 NEW YORK, U.S.A., THURSDAY, AUGUST 13, 1953 TEN CENTS

SW-Cinerama Deal Okayed By U.S. Court

Consummation to Take Place in N.Y. Today

An order authorizing consummation of the Stanley Warner-Cinerama Productions deal was signed yesterday by Federal Circuit Judge A. N. Hand at Elizabethtown, N. Y.

Signing of the deal, transferring Cinerama production, distribution and exhibition rights to Stanley Warner Theatres, will take place here today, according to Si Fabian, S-W president. The scheduled consummation will be by payment of approximately $962,637 by S-W to Cinerama Productions, Inc., for the assets of the latter. The $962,637, it is understood, is in addition to $1,600,000 paid by S-W to Cinerama Productions for equipment on hand and orders from Cinerama, Inc., the equipment manufacturing firm.

Judge A. N. Hand signed an order amending the Warner consent decree

(*Continued on page* 7)

Ballantyne Shows Its 3-D Package

OMAHA, Aug. 12.—More than 100 sound engineers and Ballantyne dealers attended a two-day preview of the Ballantyne all-system theatre equipment package here Monday and Tuesday. A feature of the demonstration was Ballantyne's "four-runner," new three or four-track magnetic reproducer, which has been designed to accommodate both present and future systems for the placement of magnetic sound on film.

Edward J. Nelson, Ballantyne engineer, pointed out that the four-runner sound head is removable from

(*Continued on page* 7)

Dallas 'News' Offers Theatre Directory

DALLAS, Aug. 12.—As a contribution to the present plight of exhibitors the "Dallas Morning News" has inaugurated a cross directory of motion pictures playing in all Dallas theatres, including drive-ins. The "News" is absorbing the cost.

The criss-cross directory lists pictures and theatres alphabetically. Reckoning its directory at space rates of $80 a day, the "News" launched the project in an effort to increase local theatre business, following the veto of the Federal admission tax exemption.

20th-Fox, RCA Will Conduct Projection Clinic Here Today

Executives of 20th Century-Fox and Radio Corporation of America will participate in a special clinic on CinemaScope and stereophonic sound film presentations tomorrow in the Johnny Victor Theatre here.

Frank M. Folsom, RCA president, and Spyros Skouras, president of 20th-Fox, will head the groups attending the clinic from their respective companies. Skouras will outline 20th-Fox's plans for a new CinemaScope projection.

RCA theatre equipment dealers throughout the country, RCA sales and engineering personnel and managers of the RCA Service Company's 11 theatre service districts have been invited to attend the clinic.

A highlight of the meeting will be a demonstration and explanation of CinemaScope and an exhibit of newly-prefected RCA theatre sound

(*Continued on page* 7)

Sees Films Goodwill Builder in Indonesia

HOLLYWOOD, Aug. 12.—Motion pictures from the United States are major factors in the building of good-neighbor relations between this country and Indonesia, said Mohamed Kafrawi, secretary-general in the Ministry of Religious Affairs of the Republic of Indonesia.

Currently on a tour of the United States under State Department sponsorship, the Indonesian diplomat visited Hollywood this week. The largest audiences in his homeland, he said, are drawn by American productions featuring music, dancing, light drama, religion and comedy.

UK Remittances Talks Sept. 22

Negotiations on British remittances to American film companies will get under way in Washington starting Sept. 22, Eric Johnston, president of the Motion Picture Association of America, said here yesterday.

Johnston said a "large delegation" of British representatives was coming over here for the sole purpose of discussing the remittance situation. While Britain's dollar situation has improved over that of last year, Johnston said there were other factors that are worse and all points will be discussed at the Washington sessions.

Georgia TOA Favors Continued Tax Fight

ATLANTA, Aug. 12.—A motion to continue the fight for the repeal of the 20 per cent Federal admission tax was unanimously approved here today at the monthly meeting of the Georgia Theatre Owners Association.

Several complaints were made that the legitimate theatres obstructed approval of the Mason Bill, which passed both Houses of Congress only to be killed by President Eisenhower's "disapproval." TOA president Alfred Starr, in addition to local delegates who were present in Washington during the tax fight, submitted a report on the ticket tax situation. Starr also invited the exhibitors to the national TOA convention, to be held in Chicago from Nov. 1 to 5.

J. H. Thompson presided. Supplementing Starr on his tax report were: Willis Davis, O. C. Lam, Fred Storey, Nat Williams and Dick Kennedy.

CinemaScope Filming Seen As 'Revolutionary' Change

CinemaScope will usher in a change in production techniques similar to the revolutionary production changes caused by the introduction of sound, Henry Koster, director of the first CinemaScope production, "The Robe," predicted here yesterday.

The 20th Century-Fox director, who is en route to Europe, said that filming in CinemaScope is more closely related to stage production, requiring polished acting and the minimum of close-ups. CinemaScope, he explained, puts the audience immediately behind the footlights and this must be borne in mind when filming in that process.

It also requires the shooting of complete scenes, rather than takes. Although such a method is time-saving and cheaper, he went on, it demands the proper direction and acting on the first take. The closer kinship between the stage and CinemaScope, Koster forecast, will see the hiring in Hollywood of many more stage personalities, both in the acting and directing fields.

Koster, at a trade press luncheon, said that "The Robe" cost more than $4,000,000 to produce. The shooting, he said, took 57 days, seven days under scheduled time. He credited the days

(*Continued on page* 7)

Faith In Code Affirmed By MPA Board

Johnston Denies Rumors PCA "Disintegrating"

By AL STEEN

The board of directors of the Motion Picture Association of America yesterday reaffirmed adherence to and support of the Production Code.

Eric A. Johnston, MPAA president, at an industry press conference here following the board meeting, explained that the meeting of directors was called to discuss rumors and reports that the Code was "disintegrating" and that the Production Code Administration was getting no support from Hollywood producers.

Johnston described such reports as "nonsense" and asserted that there was no feeling among the members that the Code was obsolete. He said the Code had nothing to do with styles or changing customs, but that it dealt with the principals of morality and good taste. He said he believed that any picture could be made under the Code and that the output of great pictures was the proof.

The reports of "disintegration" of the PCA stemmed from the withholding of a seal for "The Moon Is Blue." Jeff Sherlock, who is heading the

(*Continued on page* 7)

Variety of Projects For TOA Conclave

The Theatre Owners of America's convention committee is planning to combine glamour and information when the association holds its annual conclave in Chicago, Nov. 1-5. Stars, producers and other Hollywood personalities are being invited to the sessions to discuss the "new look" in the industry as well as what lies ahead in production and exhibition.

In view of the constantly changing methods of exhibition and the new

(*Continued on page* 7)

Zukor Plans Trip To Europe in Oct.

According to tentative plans, Adolph Zukor, Paramount Pictures board chairman, will leave here Oct. 9 for Paris to begin a one-month tour of Europe in conjunction with the "Adolph Zukor Golden Jubilee Salute," Aug. 30 to Dec. 5 worldwide

(*Continued on page* 7)

Personal Mention

JOSEPH M. SCHENCK, Fred Zinnemann and Mike Todd have arrived in Buffalo from Hollywood.

•

T. Lloyd Henrich, assistant to A. M. Kane, Paramount South Central division manager, has been named division captain of the Adolph Zukor Golden Jubilee Salute.

•

Herb Steinberg, Paramount Pictures publicity director, is the father of a girl born yesterday to Mrs. Steinberg at Beth Israel Hospital.

•

Irving Sochin, Universal Pictures short subject sales manager, has returned here following a vacation in Maine.

•

David Carson, formerly of the publicity departments of Warners and 20th Century-Fox, now is representative of Lane-Bender Art Studios.

•

John Hesse, district manager for Stanley-Warner Theatres in Connecticut, has returned to Hartford from Cape May, N. J.

•

Robert L. Lippert, producer, accompanied by his wife and daughter, left Hollywood yesterday by plane for Honolulu.

•

B. G. Kranze, United Artists general sales manager, is in Cleveland from New York.

•

Rodney Bush, 20th Century-Fox exploitation manager, will leave here today for Chicago.

•

Phil Oliver, manager of the Strand Theatre, Bridgeport, is recuperating from a stroke he suffered recently.

•

Corban Smith has been named manager of the Greers Theatre, Greers, S. C.

•

Betty Landers, secretary in Monogram Southern Exchanges, is leaving Atlanta for a vacation in Peoria, Ill.

•

Ed Stevens, president of Stevens Pictures, is in Atlanta from Chicago.

•

Paul Denis, writer, will leave here next Thursday for Hollywood.

B.&K. Is Completing 'Robe' Preparations

CHICAGO, Aug. 12.—B. & K., which has booked "The Robe" for its midwest premiere at the State Lake here, has not set a price scale for the engagement, but the top undoubtedly will be above the present top of $1.25 in the circuit's Loop houses. The picture will be shown on a continuous basis.

High intensity lamps are being installed at the present time and, with stereophonic sound already in, the theatre will be fully equipped for CinemaScope with the arrival of a 60-foot-wide screen and anamorphic lenses.

To Name Successor To Leon Levenson

An interim chairman of the Theatre Owners of America's concessions committee will be appointed this week by Alfred Starr, TOA president, to succeed the late Leon Levenson who died suddenly in Boston on Tuesday. Levenson had been active in setting up of concessions exhibits for the annual TOA convention in Chicago next November.

Funeral Services Today

The death of Levenson may not put a serious crimp in the concessions project of the convention. He had been working closely with Howard Bryant, office manager of the TOA New York office, and other members of the committee. However, it is felt that an interim chairman will be needed immediately. Bryant yesterday wired Starr in Atlanta, suggesting an appointment as quickly as possible.

Services for Levenson will be held this morning at the Levine Chapel in Brookline, Mass.

Legion Reviews 15; Puts All in Class A

The National Legion of Decency has placed in Class A of its current listing all of the 15 pictures reviewed.

In Class A, Section 2, are "Blueprint for Murder," "Inferno," "Latin Lovers," "Second Chance," "Three Girls from Rome" and "The Young Caruso."

The nine films placed in Class A, Section 1 are "The Big Leaguer," "The Cruel Sea," "Gun Belt," "Island in the Sky," "Little Boy Lost," "The Master of Ballantrae," "The Stand at Apache River," "The Stranger Wore a Gun" and "Sweethearts on Parade."

Extend NBC's Tests Of NTSC Color-TV

WASHINGTON, Aug. 12.—Experimental color telecasts by the National Broadcasting Company, using the National Television System Committee system, were approved today by the Federal Communications Commission for the period from Aug. 15 to Oct. 15.

This represents an extension of previous authority.

Joan Bennett to Co-Star

HOLLYWOOD, Aug. 12—Joan Bennett will co-star with Richard Conte and Wanda Hendrix in "House in Sea," 3-D production which starts Monday at Allied Artists, it was disclosed today by William F. Broidy, producer.

'Louis' Scoring Finished

Scoring was completed here yesterday on "The Joe Louis Story" by musical director George Bassman, who conducted a 62-piece orchestra selected from members of the NBC, ABC, Chicago and Philadelphia Symphony Orchestras and the New York Philharmonic.

May Shun Festival After This Year

Eric Johnston, president of the Motion Picture Association of America, said here yesterday that the MPAA would participate in the Venice Film Festival this year only because it had promised the cooperation to the Festival officials.

However, he said that the American companies could not continue their participation after this year unless the rules of selecting competing pictures were changed. There has been a general dissatisfaction over the method of selecting pictures to be shown, he said.

Projectionist Ruling Revised by Chicago

CHICAGO, Aug. 12. — Protests from churches, schools, clubs, and 16mm. dealers and manufacturers has moved the city electrical department to revise the provision of the proposed new electrical code which would have required professional projectionists for all public motion picture showings, other than at home, wherein equipment pulling more than 15 amperes would be used.

The new provisions, to be presented for adoption by city building commissioner Roy T. Christiansen, tomorrow, contain no reference to the use of professional operators for non-theatrical motion picture showings.

Ruml Would End All Entertainment Taxes

WASHINGTON, Aug. 12. — Beardsley Ruml, author of the pay-as-you-go tax collection plan, today asked that Government economy be substituted for theatre admission taxes, television and most of the other excise taxes.

Ruml told the House Ways and Means Committee, currently studying the entire Federal revenue structure, that in the excise field only the taxes on tobacco, alcoholic beverages and gasoline should be retained. He promised at a press conference to reveal tomorrow how the Government could cut expenditures by approximately 12 billion dollars.

Loew's Circuit Books 'Vice Squad'

Sol Lesser's "Vice Squad" has been booked into top Loew's circuit houses around the country, United Artists, the distributor, announced yesterday.

The picture will have its New York premiere at the Globe Theatre Aug. 26.

Para. Salesman Dies

PHILADELPHIA, Aug. 12.—Herman Rubin, 58, Paramount Philadelphia salesman, died here today following a prolonged illness. He had been with the company for more than 25 years. Survivors include his wife, Mrs. Sara Rubin, and two sons, Allen and Melvin.

No First Subsequent Run House Now On Chi. Loop

CHICAGO, Aug. 12.—Entry of the McVickers into the first-run ranks here has left the Loop without an "A" week, first subsequent run theatre, whereas at one time there were two houses, the McVickers and Monroe, which also has gone first run, competing for the product in first subsequent run. The McVickers has booked "The Bandwagon" for a four-week run starting Sept. 4, and is set with bookings beyond that date.

With the Palace now tied up by the long run of "This Is Cinerama" and "The Robe" due to open at the State Lake Sept. 23 for an unlimited run, an exception from the two-week first-run limit in B. & K. Loop houses under the Jackson Park decree granted by Federal Judge Igoe in view of the exceptional nature of CinemaScope, competition for top first-run product is in prospect.

Thirteen First-Runs

With the McVickers and Telenews going first-run there now are 13 first-run Loop houses, including the Palace, State Lake, and two "art" houses, the World Playhouse and Ziegfeld, as well as several outlying houses such as the Esquire and Surf that pick up first runs quite frequently. Elimination of the Palace and State Lake from the bidding scene for the next few months, undoubtedly will find some of the product that ordinarily would be played in those two houses winding up in the various independent theatres.

Reade Patrons Gave $5,000 for Korea

Approximately $5,000 was contributed by patrons of the Walter Reade Theatres in the recent Korean Fund Drive, when the circuit broke precedent to permit audience collections for the first time in many years.

In several communities the theatres enlisted the aid of Boy Scouts and Girl Scouts in collecting the contributions.

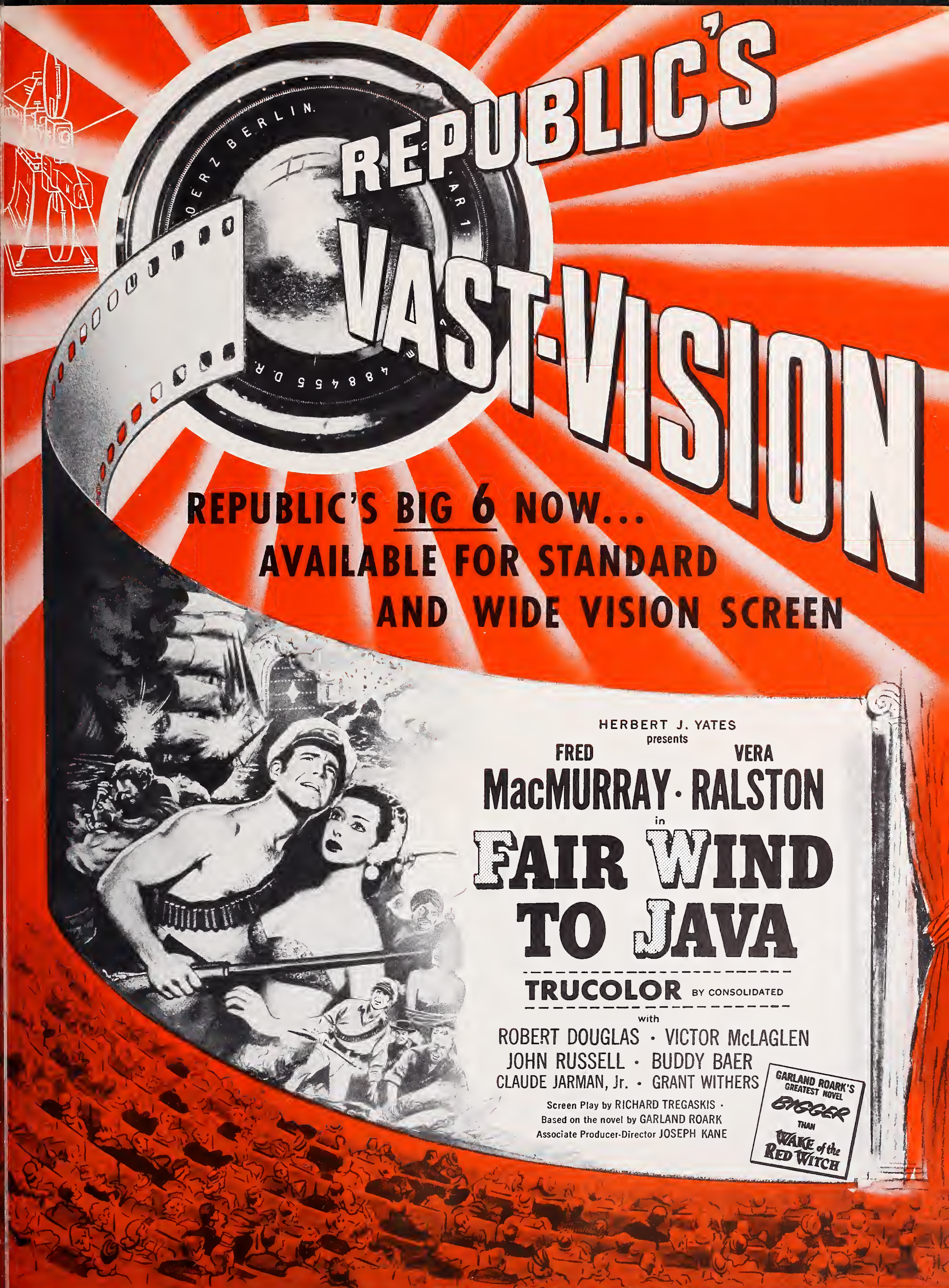
$171,674 for 'Eternity'

A terrific $171,674 for the opening week of "From Here to Eternity" at the Capitol was reported here yesterday at the beginning of its second week. The first week's business broke every record in the Capitol's 34-year history and is said to have topped the record for non-stage show theatres throughout the world. This would exclude such houses as the Radio City Music Hall, Paramount and Roxy, which feature stage attractions.

$17,500 for 'Stalag'

STAMFORD, Conn., Aug. 12.—A record-breaking $17,500 was chalked up by "Stalag 17" at the Plaza Theatre here in its first three weeks, according to Harry Brandt, head of the Brandt Circuit, which operates the house. Brandt said that it broke every Plaza record by "a considerable margin."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


GOERZ BERLIN
ART 1
488455 D.R.
GARLAND ROARK'S GREATEST NOVEL
BIGGER THAN
WAKE of the RED WITCH

REPUBLIC'S VAST-VISION

REPUBLIC'S BIG 6 NOW...
AVAILABLE FOR STANDARD
AND WIDE VISION SCREEN

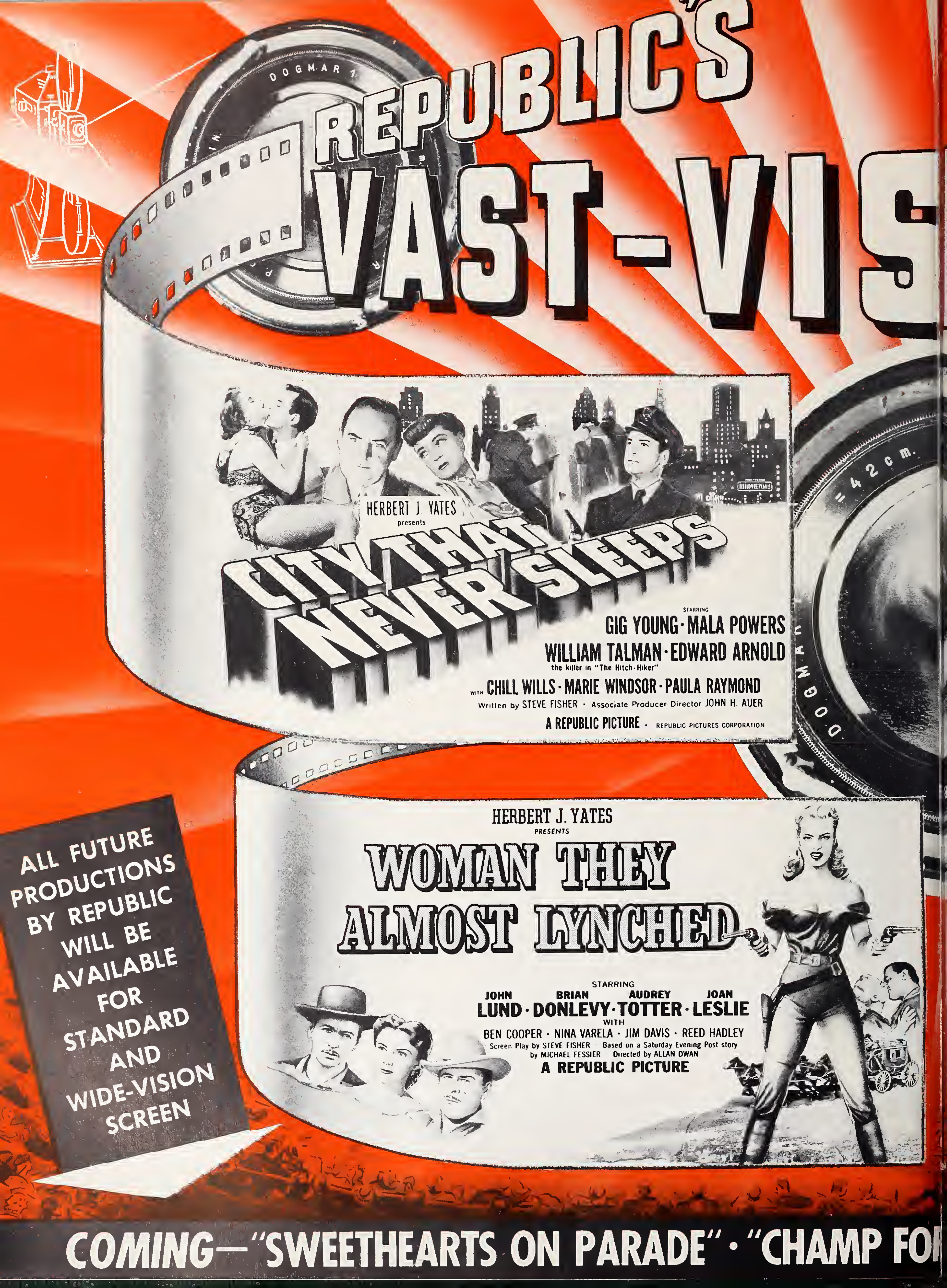
HERBERT J. YATES
presents
FRED MacMURRAY · VERA RALSTON
in

FAIR WIND TO JAVA

TRUCOLOR BY CONSOLIDATED

with
ROBERT DOUGLAS · VICTOR McLAGLEN
JOHN RUSSELL · BUDDY BAER
CLAUDE JARMAN, Jr. · GRANT WITHERS

Screen Play by RICHARD TREGASKIS ·
Based on the novel by GARLAND ROARK
Associate Producer-Director JOSEPH KANE



REPUBLIC'S VAST-VIS

HERBERT J. YATES
presents

CITY THAT NEVER SLEEPS

STARRING
GIG YOUNG · MALA POWERS
WILLIAM TALMAN · EDWARD ARNOLD
the killer in "The Hitch-Hiker"
WITH CHILL WILLS · MARIE WINDSOR · PAULA RAYMOND
Written by STEVE FISHER · Associate Producer-Director JOHN H. AUER
A REPUBLIC PICTURE · REPUBLIC PICTURES CORPORATION

HERBERT J. YATES
PRESENTS

WOMAN THEY ALMOST LYNCHED

STARRING
JOHN LUND · BRIAN DONLEVY · AUDREY TOTTER · JOAN LESLIE
WITH
BEN COOPER · NINA VARELA · JIM DAVIS · REED HADLEY
Screen Play by STEVE FISHER · Based on a Saturday Evening Post story by MICHAEL FESSIER · Directed by ALLAN DWAN
A REPUBLIC PICTURE

ALL FUTURE PRODUCTIONS BY REPUBLIC WILL BE AVAILABLE FOR STANDARD AND WIDE-VISION SCREEN

COMING—"SWEETHEARTS ON PARADE" · "CHAMP FO

ION
f=42cm. 488455 D.R.P.
DOGMAR 1
BERLIN
55 D.R.P.
GOERZ BE
The bad girl of "High Noon"

From
JOHN FORD
Academy Award Winner
who gave you
"THE QUIET MAN"

HERBERT J. YATES
presents
JOHN FORD and MERIAN C. COOPER'S Argosy Production

THE SUN SHINES BRIGHT

WITH CHARLES WINNINGER
and ARLEEN WHELAN · JOHN RUSSELL
STEPIN FETCHIT
Screen Play By LAURENCE STALLINGS
Based on IRVIN S. COBB'S Short Stories
"The Sun Shines Bright" · "The Mob From Massac" · "The Lord Provides"
Directed By JOHN FORD
A REPUBLIC PICTURE

HERBERT J. YATES presents

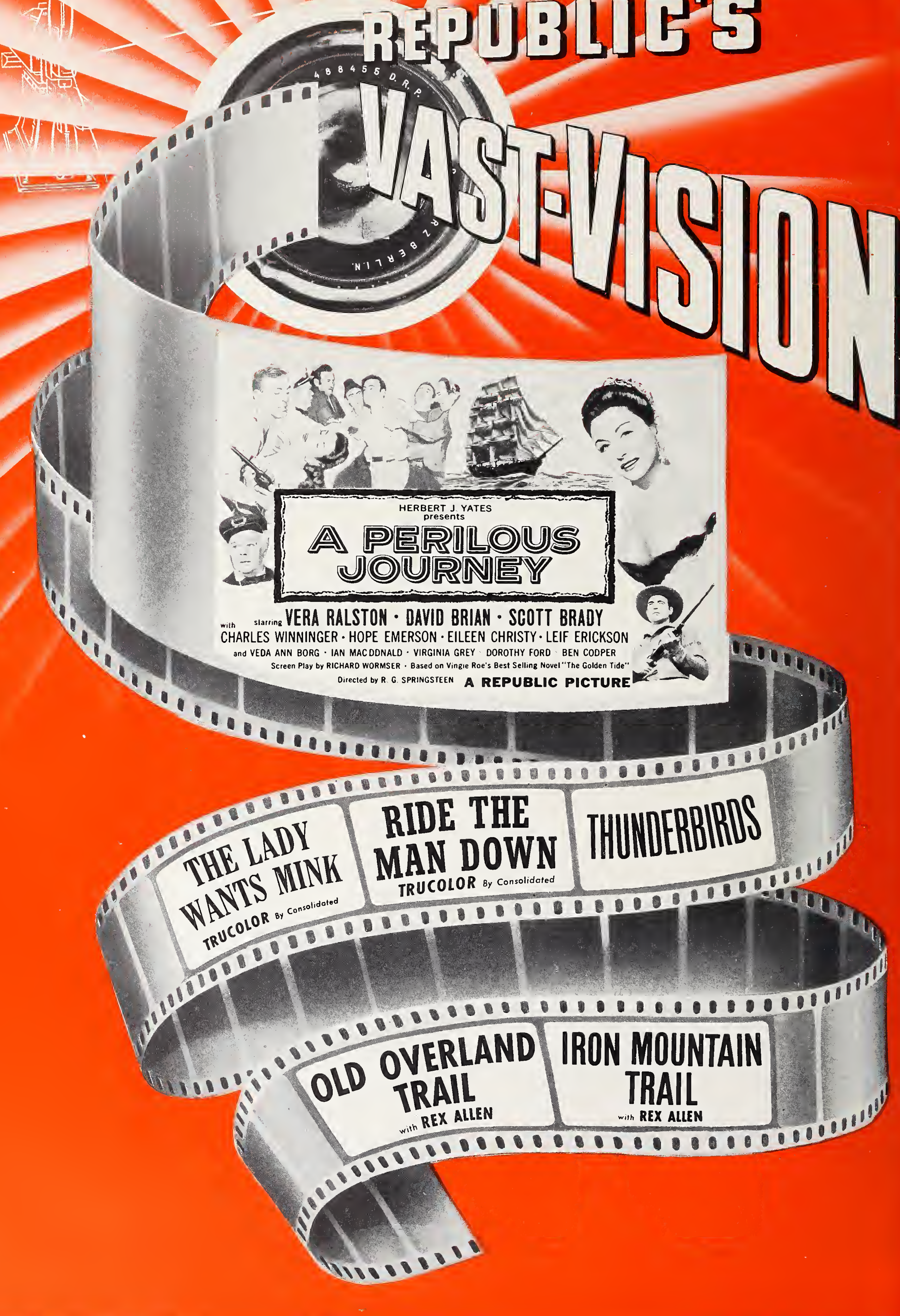
SAN ANTONE

STARRING
ROD CAMERON · ARLEEN WHELAN
FORREST TUCKER · KATY JURADO
WITH
RODOLFO ACOSTA · ROY ROBERTS · BOB STEELE · HARRY CAREY, JR.
A REPUBLIC PICTURE
Screenplay by STEVE FISHER · Based on the Novel "The Golden Herd" by CURT CARROLL
Associate Producer Director JOSEPH KANE · Republic Pictures Corporation

DAY" · "SEA OF LOST SHIPS" · "ANGELS OVER KOREA"

REPUBLIC'S

VAST-VISION



HERBERT J. YATES
presents

A PERILOUS JOURNEY

starring **VERA RALSTON · DAVID BRIAN · SCOTT BRADY**
with CHARLES WINNINGER · HOPE EMERSON · EILEEN CHRISTY · LEIF ERICKSON
and VEDA ANN BORG · IAN MACDONALD · VIRGINIA GREY · DOROTHY FORD · BEN COOPER
Screen Play by RICHARD WORMSER · Based on Vingie Roe's Best Selling Novel "The Golden Tide"
Directed by R. G. SPRINGSTEEN **A REPUBLIC PICTURE**

THE LADY WANTS MINK
TRUCOLOR By Consolidated

RIDE THE MAN DOWN
TRUCOLOR By Consolidated

THUNDERBIRDS

OLD OVERLAND TRAIL
with REX ALLEN

IRON MOUNTAIN TRAIL
with REX ALLEN

Faith in Code

(*Continued from page* 1)

PCA in the absence of Joseph I. Breen, who is in Europe, told the press conference that he recently had talked with a majority of the producers, both major and independent, in Hollywood and that they all were solidly behind the Code. He said that in his talks with critics in regard to "The Moon Is Blue" he found that, while they enjoyed the picture, they appreciated the PCA's stand, even though they "deplored" the necessity of its having to deny a seal to the picture.

Sees PCA Strengthened

Johnston said he was not concerned over the fact that many theatres are playing "Moon" despite its lack of a seal. In fact, he said that he believed the PCA had been strengthened by the incident. It was pointed out that in a poll by Sherlock of the top heads of major studios, they all said the "Code was here to stay" and that they would not want to make pictures without it.

Y. Frank Freeman, in charge of Paramount production, was quoted as saying, "Without the code, there will be no production of pictures."

Johnston said that the member companies of MPAA would not distribute a picture that did not have a PCA seal and that such a stand was not based on the fact that there is a $25,000 fine for any company that would violate the policy. He said the Code was appreciated by the industries in other countries.

Turning to the advertising code, Johnston said that it was only natural that there should be some "friction" in rejecting certain copy. Gordon White, who supervises the advertising code and who also was present, said he handles 150,000 pieces of copy a year and that requests for changes do not amount to more than two per cent. He explained that a distributor has the right to appeal from a rejection of copy, but that there had not been more than two appeals from each company in the last eight years.

Some Talks with U.A.

Johnston said there had been some negotiations with United Artists, distributors of "The Moon Is Blue," in regard to re-joining the MPAA. However, he said no conclusions were reached.

In effect, Johnston indicated that the turmoil over the possibility of streamlining the code or discarding it was "much ado about nothing."

Asked if the MPAA would initiate a move toward the revival of talks looking to the establishment of an industry arbitration system, Johnston said that he had been so busy on foreign and tax matters that he had not had time to give the subject any immediate attention. However, he said he was still strongly in favor of arbitration and hoped that a system eventually would be adopted.

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

Review

"The Diamond Queen"

(*Warner Bros.*)

As a costume drama set in the era of Louis XIV, "The Diamond Queen" is diverting for its action, swordplay and outdoor sets but is standard in story and superficial in characterization. Cast-wise it is graced by Fernando Lamas, Arlene Dahl and Gilbert Roland and as an added specialty it features the dance team of Sujata and Asoka. Color by SuperCinecolor adds to this swashbuckling package.

The story sends Lamas forth into India to find a diamond fit for a king's diadem. It seems that Lamas' father, a diamond-cutter, is being held as a hostage because of an erring blow with his mallet on a precious stone that was intended for the king's crown.

Accompanying Lamas to India is none other than Roland, gay, talkative member of the king's guard. Scriptwriter Otto Englander has designed a series of varied adventures for the pair. Among them is the rescue of a jungle queen, Miss Dahl, from attacking savages. Next the boys tangle with the Great Mogul, Sheldon Leonard, who has two aims, one to marry Miss Dahl, and the other to snatch the secret of a hand grenade from Lamas. He fails in both endeavors, but only after long and varied recourse to trickery that has the boys escaping disaster by the skin of their teeth. A bang-up climax paves the way to wedding bells for Lamas and Miss Dahl.

A Nelson Production, it was produced by Frank Melford and directed by Jack Brahm.

Running time, 80 minutes. General classification. Release, Sept. 12.

20th-Fox, RCA

(*Continued from page* 1)

equipment for 20th-Fox's single film, magnetic 4-track pictures. Joint promotional plans for the future of CinemaScope will be discussed by executives of the two companies.

RCA Victor's equipment display will include a newly announced low-priced stereoscope sound system. The equipment features a new "button-on" type soundhead which can be adapted to any projector without interfering with showings of standard film. These soundheads reproduce multiple track magnetic sound from a single 35mm film.

A new wide arc projector lamp which provides sufficient brilliance for wide-screen productions, and a high-fidelity stereophonic sound system also will be shown in connection with the clinic.

Among those scheduled to attend from 20th-Fox are Al Lichtman, head of distribution, and Earl Sponable, director of research.

Attending from RCA Victor engineering products department will be: Barton Kreuzer, manager of the theatre and industrial products division; Jack O'Brien, manager of the theatre equipment section; M. C. Batsel, chief engineer; A. J. Platt, sales manager; and R. H. Heacock, product manager of the theatre equipment section.

Ballantyne Shows

(*Continued from page* 1)

the magnetic reproducer rack and will button on above the projector for CinemaScope reproduction and will also mount below the projector in the normal sound head position for four-track magnetic sound in the future.

J. Robert Hoff, Ballantyne executive vice-president, explained that the four-runner will be standard stereophonic equipment in the Ballantyne all-system package which has been designed for the showing of any 3-D and stereophonic picture.

The dealers and engineers also saw a demonstration of the company's new lens, which is manufactured by General Scientific Corp. Another feature was the Ballantyne seamless screen, manufactured by a special non-acidizing process using aluminum and plastic.

CinemaScope

(*Continued from page* 1)

saved to use of the new process, explaining it could have been shot in fewer days if a 35mm. version was not also shot at the same time The 35mm. version, he added, will be used for 16mm. distribution to non-theatrical organizations, such as church groups.

Explains Economy

He said the big saving offered by CinemaScope is that the process cuts down the shooting time significantly, although it requires more costly sets for spectacles. Costs of film cutting, he added, are an important saving offered by the process.

Koster, accompanied by his wife, will leave here tomorrow on the S. S. America for a tour of Berlin, Munich, Paris and London, where he will meet with motion picture directors and technicians to acquaint them with the CinemaScope process.

TOA Conclave

(*Continued from page* 1)

developments in theatre equipment and concessions merchandising, the committee expects that the trade show, as well as the convention, will attract the largest registration in recent show business history.

Engineers will be on hand to discuss all new media with exhibitors. All sessions will be held at the Conrad Hilton Hotel.

Cinerama

(*Continued from page* 1)

to permit the acquisition following agreement by S-W and Cinerama Productions to accede to restrictions imposed by the Justice Department as the price of its approval of the deal. The restrictions, which govern production, distribution and exhibition of Cinerama Productions, limit the number of S-W-Cinerama theatres in the U. S. to 24.

Fabian said that 20 Cinerama equipment units currently are being manufactured and that he expects to have them installed in theatres by the end of the year. The first new installation will be in Philadelphia at S-W's Boyd Theatre, where "This Is Cinerama" is expected to open Oct. 5. The Philadelphia opening will be followed by a Washington installation.

Fabian said the first foreign installations will probably be in Toronto and Montreal or perhaps London. Negotiations are also underway for an opening in Rio de Janeiro. The S-W president said that his estimate of opening 20 new Cinerama theatres by the end of the year includes both foreign and domestic situations.

As to production plans, Fabian said that he will make an announcement on the subject shortly. He added that all theatre personnel in the four houses now showing Cinerama here, in Detroit, Los Angeles and Chicago will be retained, in addition to some of the production personnel skilled in the medium. Fabian said the acquisition of Cinerama gives S-W "the opportunity for the greatest development in the history of the motion picture business."

Despite the few cities now featuring Cinerama, Fabian estimated that it already has been seen by 2,000,000 people and will probably be shown to 50,000,000 more before the run of "This Is Cinerama" is finished.

The court hearing yesterday was held in Watertown as a convenience to the presiding jurist, who is vacationing near there but agreed to the hearing, regardless.

Zukor Plans Trip

(*Continued from page* 1)

sales drive commemorating his 50 years in the motion picture industry.

Zukor will be accompanied by George Weltner, president of Paramount International, which has designated "Shane," as its Zukor jubilee picture, and is planning to release the Technicolor production day-and-date around the world in October.

3 hrs.
15 min.
AMERICAN
to CHICAGO
NONSTOP EVERY HOUR ON THE HOUR
From 8:00 a. m. to 7:00 p. m.

A ONE WEEK RECORD

$171,674!

"FROM HERE TO ETERNITY"

AT THE CAPITOL, N.Y.

CREATED A NEW WORLD'S RECORD FOR ANY STRAIGHT MOVIE HOUSE IN THE HISTORY OF THE INDUSTRY!

ACTUAL FIGURES! Aug. 5—$22,553; Aug. 6—$21,126; Aug. 7—$23,090; Aug. 8—$30,680; Aug. 9—$29,108; Aug. 10—$22,378; Aug. 11—$22,739

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 32 NEW YORK, U. S. A., FRIDAY, AUGUST 14, 1953 TEN CENTS

Para. Earns $2,991,000 In First Half

Second Quarter Profit Also Up Over Year Ago

Paramount Pictures Corp. and consolidated domestic and Canadian subsidiaries earned an estimated $2,991,000 for the first half of the current year, the company reported yesterday. The estimated result compares with consolidated earnings of $2,785,000 for the corresponding period last year.

Estimated consolidated earnings for the second quarter, ended July 4, last, amounted to $1,617,000 after provision for United States and Canadian income taxes. Second quarter earnings last year were estimated at $1,430,000, representing 61 cents per share on the 2,342,096 shares then outstanding, compared with 70 cents per share for the 1953 quarter on 2,325,465 shares outstanding at the end of the period.

Per share earnings for the first six months represent $1.29, as compared with $1.19 for the first half last year.

The estimated consolidated earnings do not include Paramount's net in-

(*Continued on page 2*)

4-Track Sound 'Electrifying'

An electrifying demonstration of the four-track, single-film magnetic sound system, used in conjunction with CinemaScope, was held here yesterday in the home office projection room of 20th Century-Fox.

Used to introduce the stereophonic sound system were Coronation scenes, clips from "How to Marry a Millionaire" and scenic reels of London, harbor facilities and air shots, in addition to a symphonic orchestra piece. The sound effects, in most every instance, were very impressive. Many

(*Continued on page 3*)

Judging of 'Queen' Campaigns Sept. 9

TORONTO, Aug. 13.—Entries in the international showmanship competition, sponsored by the J. Arthur Rank Organization, for the best Canadian campaign for "A Queen Is Crowned," will close Aug. 29.

Chairmen of the panel of judges that choose the top Canadian entries,

(*Continued on page 2*)

STEREOPHONIC SOUND
H. G. WELLS'
THE WAR OF THE WORLDS
TECHNICOLOR

"THE WAR OF THE WORLDS" opened yesterday to year's biggest business at Mayfair, New York City. Crowds, acclaim, word-of-mouth point to record grosses throughout extended engagement. A Paramount sensation, produced by George Pal—color by Technicolor. *(Advt.)*

Tax Drive Solons In Newsreels

Brief newsreel appearances on the tax relief campaign will be made by Rep. Daniel A. Reed (R., N. Y.) and Rep. Leo Allen (R., Ill.). The former will appear in all newsreels to be issued Aug. 20, while the latter is scheduled for all those to be issued Aug. 24.

SDG Zanuck Tribute At Statler Nov. 22

HOLLYWOOD, Aug. 13.—The third annual Milestone Dinner of the Screen Producers Guild, which this year will honor Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, will be held Nov. 22 at the Statler Hotel. William Perlberg has been named chairman.

Well Done!

COLUMBIA Pictures' production of "From Here to Eternity" is a noteworthy development in several important respects. It has received an extraordinary and well-merited critical acclaim. The public has responded in impressive numbers.

Yet this production is based upon a recent novel which contained a formidable array of problems with respect to the screen, many of which appeared to be of such proportions as to tax the experience, skill and judgment of any group of creative workers. Credit in a large measure for solving so happily the threatening problems belongs to Mr. Harry Cohn, Columbia head, who with his co-workers succeeded in preserving the dramatic impact of this powerful novel, meanwhile dispensing with much shocking incident and language which in a motion picture would only have aroused public resentment and limited its audience.

"From Here to Eternity" is another proof in the long series that given sufficient ability and goodwill a producer is able to bring to the screen the best in the available material without outraging the sense of decency of an audience.

—MARTIN QUIGLEY

See 'Go Slow' Policies For Price Hikes

But Some Increases in Scales Already in Effect

A "go slow" policy in raising admission prices as a result of the veto of the Mason Bill is indicated in reports locally and from the field, although price increases have been made in some widely separated areas. Major circuits have formulated no definite policy and some circuit executives have expressed severe criticism of the indicated swing to higher admissions.

Early signs as a result of President Eisenhower's veto of the bill, which would have eliminated the 20 per cent Federal tax, point also to efforts to keep those theatres that had been earmarked for closing in operation until at least the fall season starts. With a pickup in business generally reflected in August, exhibitors apparently are waiting to see what happens after children return to school and when the strong fall TV shows get under way. If patronage in those fringe houses slumps again, there may be

(*Continued on page 3*)

Technicolor Cuts Price

A price reduction on all 35mm. dye transfer motion picture release prints made by Technicolor was announced here yesterday by Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corporation. He estimated that the price cut will save the industry about $1,800,000 annually.

The price reduction amounts to three and one-half tenths of a cent per foot on all 35mm. dye transfer motion picture release prints made by Technicolor and delivered from its

(*Continued on page 2*)

Grainger to Sales Meets, Studio Talks

J. R. Grainger, president of RKO Radio, will leave here today for Chicago, where a two-day sales conference with RKO Radio's midwestern district and branch managers will be held at the Blackstone Hotel, Monday and Tuesday.

Grainger will leave Chicago late

(*Continued on page 3*)

Personal Mention

ROY DISNEY, president of Walt Disney Productions, has arrived here from Hollywood. Walt Disney, board chairman, will leave New York today for a Cape Cod vacation.

•

Lt. (jg) Kermit C. Stengel, Jr., son of K. C. Stengel, executive vice-president of Crescent Amusement Co., Nashville, was a runner-up in the recent U. S. Fleet tennis tournament at Newport News.

•

Joseph H. Moscowitz, 20th Century-Fox vice-president and Eastern studio representative, has returned to New York from the Coast.

•

Theresa (Teddy) Stone, former assistant to H. M. Richey at M-G-M, was married at Ann Arbor, Mich., last week to C. Preston Witcher.

•

Henry Koster, producer, and Mrs. Koster, will sail from here today aboard the S. S. America for Europe.

•

Bob Dorfman, Walt Disney Prod. publicist, will leave New York tomorrow for Pittsburgh.

•

John Huston, producer, is expected in New York at the weekend from Hollywood.

•

Chan Carpenter, booker for United California Theatres, is on sick leave at his home in San Francisco.

•

Farley Granger will leave here by plane today for Italy.

3-D at V.C. Field Day

OMAHA, Aug. 13.—The annual field day of the local Variety Club on Aug. 17, in addition to the usual afternoon golf and evening dinner-dance, will have a special morning showing of wide-screen 3-D and stereophonic sound at the Admiral Theatre here.

Liebeskind Sets Two

Initial bookings of International United's "The Gay Swordsman" and "Mistress of Treves" has been set by the Stanley Warner, United Paramount and RKO circuits, Nat Liebeskind, I-U general manager, reports.

$10,000 for 'War'

Paramount's "The War of the Worlds" grossed $10,000 on its opening day at the Mayfair Theatre here yesterday, a figure, said by the management to be the biggest for the house in recent years.

'Sea' Opens Strong

"The Cruel Sea" completed its first day at the Fine Arts Theatre here with a gross of $2,500, the biggest opening day business of any film to have played the house, according to the management.

Para. Earns

(*Continued from page 1*)

terest in the combined undistributed earnings of partially owned, non-consolidated subsidiaries, which amounted to $96,000 for the second 1953 quarter and $479,000 for the six months, compared with $48,000 and $217,000, respectively, for 1952.

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable Sept. 25 to holders of record on Sept. 11.

'Queen' Judging

(*Continued from page 1*)

Sept. 9 in Toronto, is Martin Quigley, publisher and editor-in-chief, "Motion Picture Daily" and "Motion Picture Herald." Other judges in the contest are Ray Lewis, publisher and editor, "Canadian Moving Picture Digest;" Hye Bossin, managing editor, "Canadian Film Weekly;" H. T. Venning, president of the Association of Canadian Advertisers; and Athol MacQuarrie, managing director of the A.C.A.

Three Trips Abroad as Prizes

The winning entries will be forwarded to England were they will be judged by an international panel consisting of Sir Mile Thomas, chairman of the B.O.A.C.; Sir Connery Chappel, editor, "Picturegoer;" Jock MacGregor, London representative of "Showman's Trade Review;" and Harry Agerbak, president of the Foreign Press Association.

There will be cash prizes given to national winners and the three top showmen chosen by the international committee will receive additional cash, plus two weeks' all-expense-paid vacation in London.

Technicolor

(*Continued from page 1*)

Hollywood plant. It will affect the major portion of Technicolor's 35mm. release print production. This reduction makes the base price on such prints 4.98 cents per foot, as compared to the previous price of 5.33 cents per foot. The price reduction will be retroactive to Aug. 1, and will apply to release prints delivered on and after that date.

Dr. Kalmus, in a letter to customers announcing the price reduction, said the cut represents "a continuation of our policy of lowering prices from time to time as we find conditions make it possible."

Extra Performances Set for 'Eternity'

The Capitol Theatre here, now showing Columbia's "From Here to Eternity," has scheduled extra showings of the picture. Daily, except Sunday, the opening time has been advanced to 9 A.M. Late night performances will begin at 10:45 and 12:55 on weekdays, and at 11:50 and 2 A.M. on Saturdays.

Close Cinerama Deal on Schedule

The Cinerama-Stanley Warner deal was concluded here yesterday as scheduled, according to word from one of the principals.

Throughout the afternoon, lawyers of Stanley Warner and Cinerama Productions were closeted at S-W Offices handling the necessary legal papers. The consummation came one day following court approval of the deal, under which S-W gets exclusive rights to Cinerama over a five-year period.

Mrs. James M. Hone 78, Dies in Seattle

SEATTLE, Aug. 13.—Mrs. Mable Walton Hone, 78 years old, a friend and confidante of scores of Pacific Northwest exhibitors and film row employes here, died Tuesday in Columbus Hospital.

Mrs. Hone, a native of Rosalia, Wash., was the wife of James M. Hone, executive secretary and chairman of the board of Theatre Owners of Washington, Northern Idaho and Alaska, and who has been active in exhibitor organization work here for the past 30 years.

Albert Fenyvessy Dead

BUFFALO, N. Y., Aug. 13.—Albert A. Fenyvessy, who was associated with motion picture exhibition here and in Rochester since 1890, died in the latter city at the age of 98. Starting as operator of a "dime museum" in Scranton, Fenyvessy moved to Buffalo in 1898, where he acquired an interest in the Olympic, Lyric and Keith theatres. In 1919 he opened the Colonial in Rochester and subsequently owned 12 theatres in that city, also houses in Jamestown, Mt. Vernon, Troy and Binghamton.

Herbert Jenson Dies

WALTHILL, Neb., Aug. 13.—Herbert Jenson of Sioux City, Ia., an exhibitor here for 12 years, died following a heart attack on the day before the scheduled reopening of his Sun Theatre.

Ryder, Daily to N. Y.

HOLLYWOOD, Aug. 13.—Loren L. Ryder, chief of the Paramount Pictures technical department, and Dr. Charles R. Daily, left here by plane tonight for home office conferences in New York. It is reported that they will continue on to Europe to supervise the wide-screen and 3-D showings there.

To Release Biblical Film

"Isaac and Rebecca," two-reel film on a biblical theme, filmed in color in Israel, will be released by Cornell Film Co. J. Milton Salzburg, president of Cornell, disclosed that the film is the first of a series based on stories from the Old Testament.

Maryland Censors Stay Decision on 'Moon Is Blue'

BALTIMORE, Aug. 13.—The Maryland censor board reserved decision following its fourth viewing of "The Moon Is Blue," promising Franklin G. Allen, attorney for United Artists, distributor of the picture, that it would make its decision known in the near future.

Walter S. Ringler, was the only member of the censor board who had not seen the film prior to yesterday's screening. Sidney R. Straub, chairman of the censor board, who banned the picture originally, has attended all four screenings for the board. Mrs. Maude B. Dorrence, the other member of the board, saw it for the third time yesterday.

No Limit on 1st Run For Loop 'Eternity'

CHICAGO, Aug. 13. — Columbia Pictures has withdrawn its petition for an extended Loop first run on "From Here to Eternity" inasmuch as the picture has been sold to a theatre that is not bound by the limitations of the Jackson Park decree, which prohibits first runs of more than two weeks in theatres owned by the defendants involved in the Jackson Park case.

Although Columbia would not reveal the theatre where the picture will play, it is rumored that it will go into the Essaness Woods.

Initial Dates Set for 'Mickey's Party'

Initial dates for "Mickey's Birthday Party," Walt Disney feature-length film for RK0 Radio release, have been set by Sydney Kramer, short subject sales manager.

Openings have been set for Wednesday at Keith's, Lowell, Mass.; the Palace, Rochester; Keith's, Grand Rapids, and the Albee, Providence. On the following day the film will start at the RKO, Boston, and the Palace, Columbus.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT . NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR . An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
THE MASTER OF BALLANTRAE
COLOR BY TECHNICOLOR
STARRING ERROL FLYNN
in person
ELLA FITZGERALD
GEORGE SHEARING QUINTETTE
The Amazing MR. BALLANTINE
THE FOUR EVANS
BOBBY SHERWOOD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Price Hikes

(*Continued from page 1*)

some shuttering, according to reports.

Major circuits will await developments before deciding on any stand. Spokesmen for both Loew's and RKO said that admission policies would depend upon each situation after a study of economic factors on a theatre-by-theatre basis. The spokesmen said that it was too soon after the death of the Mason Bill to decide on any procedure. United Paramount Theatres has no plans to raise prices and president Leonard Goldenson said he had received no information from affiliates that such a move was contemplated. Stanley Warner also will maintain present price levels.

The only major circuit which has initiated a boost in scales is Fox Midwest in four of its Kansas City first runs. Circuit executives here yesterday were surprised when they were informed of the Fox Midwest move.

Previously, Alfred Starr, president of the Theatre Owners of America, stated that price-raising would be "suicide." He asserted that the high cost of living had made it impossible for the average family man to pay any more for motion picture entertainment than he is now paying.

Four Fox Theatres Raise Prices in Kansas City

KANSAS CITY, Aug. 13.—Fox Midwest's four first run theatres here have raised prices to 65 and 85 cents, including tax, from the former level of 50 cents and 75 cents. The houses are the Fairway, Granada, Tower and Uptown. The new scale went into effect today.

It is understood that the Paramount will make a like increase when its next picture opens. Other first runs have not indicated a raise of their established prices as a regular policy. First runs usually make an additional charge of 14 cents or 15 cents for 3-D viewers. The increases so far reflect a net advance in admissions of about eight cents.

New England Circuits See No General Price Rise

BOSTON, Aug. 13.—The larger New England circuits with "borderline" houses, which officials were considering closing if the admission tax were not repealed, are moving cautiously on their decisions to shutter them. Some consideration is being given to increased admissions, but with the exception of a few scattered situations, there has been no indications of a general price raise.

With business picking up in several of the sick situations, circuits are keeping the houses open and will continue to do so as long as they are operating in the black. There are reports that after Labor Day and the reopening of schools, at least five per cent of the borderline cases will go dark.

Scattered Price Raises Reported in Tennessee

NASHVILLE, Aug. 13.—Theatre admission price increases have been made in some theatres in Memphis and elsewhere in the state. However, Crescent Amusement Co., operating about 80 theatres in Nashville and central Tennessee, will not increase the scales, according to K. C. Stengel, executive vice-president. No closings are contemplated. Independent exhibitors as a whole have made no announcement on raising prices.

Review

"Devil's Canyon"

(RKO Radio)

PHOTOGRAPHED in color by Technicolor and in Natural Vision 3-D, "Devil's Canyon" dramatizes the story of the now infamous Yuma territorial prison in Arizona with many of the incidents reportedly based on fact. Although filmed for three-dimensional projection, the story does not depend on technical tricks and so-called "gimmicks" to achieve effects. As 2-D versions will be available, theatres playing the conventional prints will be offering a product that should entertain just as effectively as the 3-D version which is reviewed herewith. For review purposes, the picture was shown on wide screen and with stereophonic sound.

The screenplay by Frederick Hazlitt Brennan, based on a story by Bennett R. Cohen and Norton S. Parker, tells of what befalls one woman prisoner among hundreds of male convicts in the desert prison. A romantic triangle is created within the walls, involving the woman, a notorious but beautiful bandit; a former U.S. Marshal who has been imprisoned unjustly, and the man whom the ex-Marshal previously had arrested and confined. The events lead up to an exciting attempted jail break.

Producer Edmund Grainger and director Alfred Werker have made effective contributions. Virginia Mayo is fine as the distaff prisoner, while Dale Robertson does a creditable job as the ex-Marshal who, in a street fight, kills the outlaw brothers of Stephen McNally, the latter already having been sent to prison by Robertson. Although Miss Mayo apparently is in love with McNally, she tips off Robertson that the brothers are gunning for him before she, too, lands in the prison. And Robertson is imprisoned for violating a new law prohibiting gun fighting.

Within the prison, the trio becomes involved in personal feuds, with McNally seeking revenge for Robertson's killing of his brothers as well as for Robertson's role in having McNally sent to prison. When McNally stages a well-planned jail break, it is Robertson who foils the plot. And the latter eventually wins the girl and their freedom.

The picture has its exciting moments and should please generally. Arthur Hunnicutt, as an eccentric prisoner who has killed a man by mistake, supplies the comedy relief but there could have been more of it.

Others in the cast are Robert Keith, Jay C. Flippen, George J. Lewis, Whit Bissell, Morris Ankrum, James Bell, William Phillips, Earl Holliman and Irving Bacon.

Running time, 92 minutes, not including intermission. General audience classification. Release, in August.

AL STEEN

Snaper Attacks 3-D Sales Policies

Exhibition of 3-D pictures has been discouraged because of "hysterical sales policies," Wilbur Snaper, president of Allied States, declares in an association bulletin issued here yesterday. Asserting that the "gimmick" phase of 3-D has passed, Snaper asserts that "bad sales policies are as harmful as bad pictures."

Continuing, Snaper writes: "Why good business sense can't prevail at times is beyond the comprehension of most exhibitors. Has our industry loused up something that, if used wisely, could have been a constant box office hypo? Failure on the part of distribution to recognize the considerable added expense for the showing of these pictures by over-pricing run-of-the-mill westerns or mysteries won't help 3-D. The common thought is: 3-D is okay for first runs, but after that, so what?"

As to wide screen, Snaper says that no one who has seen this type of exhibition can deny the fact that it's a better type of presentation. However, he takes the position that "it has no box office after the first result from advertising. You must have the picture."

Grainger

(*Continued from page 1*)

Tuesday for Denver for a sales meeting there on Wednesday and then will go to San Francisco to attend a sales meeting on Thursday and Friday there.

Following the San Francisco conferences Grainger will go to Hollywood for a series of executive conferences during the next 10 days.

Kirsch Lauds Compo For Tax Campaign

CHICAGO, Aug. 13.—Jack Kirsch, president of Allied Theatres of Illinois, has sent a letter to Al Lichtman, Sam Pinanski, Trueman Rembusch, Col. H. A. Cole, Pat McGee and Robert W. Coyne, on behalf of the membership of Illinois Allied, saying: "In spite of the fact that the 20 per cent tax elimination did not become law, we are extremely grateful to you for the great amount of effort, time and personal sacrifice you made during the campaign and for the momentous accomplishment which you performed in having the bill pass both Houses of Congress with such overwhelming support.

"Cause Far from Lost"

"We fully appreciate the disappointment you must have experienced when the measure failed of enactment—and we certainly share this disappointment with you—but we admire the spirit with which you have taken this defeat and your announced determination to continue the good fight which has given encouragement to exhibitors everywhere; that while we did not gain our objective at this crucial period in our industry, the cause is far from lost.

"It was indeed a pleasure and a privilege to have worked with you in this effort. The entire membership of Allied Theatres of Illinois joins me in this expression of thanks and gratitude."

'Redheads' to State

"Those Redheads from Seattle," Hollywood's first 3-D musical, has been booked by Loew's State here.

Film Sound

(*Continued from page 1*)

scenes, replete with sound coming from many directions in the auditorium, drew applause from the audience. One of the most electrifying sequences was the Coronation scene, when the roar of the crowd overwhelmes the band music as the Queen's carriage passes. Such sound effects, in addition to the CinemaScope picture, should make going to the theatre a rich and rewarding new experience.

20th-Fox president Spyros P. Skouras, in his short welcoming address, called the introduction of the "composite" four-track sound system "one of the most important contributions" in the ushering in of the new CinemaScope techniques.

No Extra Projectors

Earl I. Sponable, research director, told the assembled audience of industry leaders, trade press representatives and news and magazine writers that the demonstration was a preview of what audiences will see throughout the world. He explained that previous demonstrations of CinemaScope utilized a separate sound track and recording machine for its stereophonic sound system. Sponable pointed out that the four-track sound system solves the problem of sound synchronization. He added that it utilizes standard projection equipment, requiring no extra projectors, with only simple, practical and economical changes required in the projector to accommodate the narrowed sprocket holes of 35mm. film.

Changes required in the projector, it was explained, are a slight reduction in the width of the teeth of the intermittent and other sprockets, together with a correction of center-line spacing of the teeth of the intermittent and other sprockets, and the addition of a simple multiple film-driven sound head. The new sprockets will carry all types of film, it was added. The new sound system, it was stated, is being produced by General Precision, RCA and Westrex, with other manufacturers expected to join the list.

MURRAY HOROWITZ

$3,200 for 'Nero'

A big $3,200 was registered here by "O.K. Nero" for its opening day at the Lyric Theatre on 42nd Street here, in its first off-Broadway engagement in the Metropolitan New York area, the theatre management reported yesterday. The first day's gross surpassed "Anna" by more than 25 per cent.

Goldenson Finds Show 'Wonderful'

The demonstration here yesterday of 20th Century-Fox's four-track, single film sound system was described as "wonderful" by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson, one of the many industry leaders who attended the CinemaScope and sound demonstration at 20th-Fox's home office projection room, said that the shots of the Coronation were "terrific."

OUT OF THE THUNDER AND PLUNDER OF A NATION'S MOST VIOLENT DAYS

...comes the story of an adventure-lusting Yankee...and his untamed Bandit Queen... who led a wild revolt for an empire's richest prize!

WINGS OF

Starring

VAN HEFLIN

with **GEORGE DOLENZ**·

DIRECTED BY BUDD BOETTICHER · SCREENPLAY BY JAMES E. MOSER

U-I Delivers the Product

A NEW KIND OF

3-DIMENSION

EXCITEMENT thrills the screen!

and SUITABLE FOR WIDE SCREEN!

COLOR BY
Technicolor

THE HAWK

JULIA ADAMS

ANTONIO MORENO · NOAH BEERY

PRODUCED BY AARON ROSENBERG · A Universal-International Picture

and Introducing
ABBE LANE

with the BUILT-IN Profit!

Universal International

AN OPEN APPRECIATION

TO

Joe Vogel and Gene Picker of Loew's, Inc. and the staff of the Capitol Theatre, New York, headed by Harry Greenman

The magnificent co-operation you have given Columbia Pictures prompts this public acknowledgment. I realize of course I could have expressed our appreciation in private individual letters; but I am firmly of the opinion that what you have rendered in the handling of "From Here To Eternity" at the Capitol Theatre goes beyond service to our company only. This is a story that should be told to the industry as a whole.

The week-day attendance without fluctuation has been approximately 18,000 people. This is inclusive of the first week and so far, two days of the second week. Last Saturday and Sunday averaged 22,000 people. I know that this for the first time has actually tested this theatre's capacity.

What I realize beyond that however is the strain this has been on the management and personnel of the Capitol and the splendid way they met the challenge. The never ending politeness of the ticket sellers in the three box offices . . . the handling of the hold-outs within the roped off areas for long periods of time and at the same time keeping the crowds good-natured and with a minimum of gripes . . . the conspicuously professional job of the ushers and above all the keen supervision of the theatre management.

To the policy makers . . . the senior executives of Loew's . . . our sincerest thanks. To have been a part of their team in this miracle of the picture business . . . the opening engagement of "From Here To Eternity" has been an adventure of high excitement that we will never forget.

A Montague

GENERAL SALES MANAGER
COLUMBIA PICTURES CORPORATION

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 33 NEW YORK, U. S. A., MONDAY, AUGUST 17, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THAT the Motion Picture Association board of directors, through Eric Johnston, president, saw fit last week to take cognizance, by denying them, of recurrent rumors that the industry's Production Code was to be relaxed or, perhaps, scrapped, was less surprising than the obvious fact that the board felt it necessary to make that denial to the industry press.

•

There always have been, always will be, a few producers disgruntled by PCA disapproval of a bit of business in a script looked upon with especial favor by the producer. There will be others, sincere or otherwise, who will be outraged by restrictions imposed upon their "art" by the Code's tenets. And, of course, there always will be mavericks and opportunists among producers who will risk or openly defy the Code and public opinion if there is a fast buck to be made.

The latter care nothing whatever for industry responsibility to the public, just so long as they, themselves, can cash in and run.

It is from such as these that glib pronouncements issue that the Code "is outmoded," needs to be "liberalized," should be "scrapped."

•

It should not be too difficult for the industry press to appraise such statements properly. One has yet to be made by any responsible industry executive whose position carries with it accountability to the public on a continuing basis.

No one who remembers the sorry, and deservedly so, state of the industry in the 1920's when the reputation of the motion picture and many of its people were on the same level as that of a carnival side-show, and who recalls the accompanying public clamor then for statutory film censorship, will ask for destruction of the Code and an open door for a return to those days.

The industry indeed is fortunate

(*Continued on page* 2)

RKO 2nd Quarter Loss Is $615,238

The operations of RKO Pictures Corp. and subsidiary companies for the three months ended July 4 resulted in a net loss, after all charges, of $615,238, the company reports.

For the six months ended July 4, operations resulted in a net loss, after all charges, of $3,490,737, which compares with a loss of $3,712,834 for the same period of 1952.

Kingsberg Named a Loew's Executive

Malcolm Kingsberg, former president of RKO Theatres, has joined Loew's, Inc., in an executive capacity, the theatre department of Loew's announced on Friday. There was no official amplification of the bare announcement.

M. Kingsberg

Kingsberg was the M. J. Meehan & Co. representative in Keith-Albee-Orpheum, when Meehan held controlling interest in that circuit in the early 1930's. He served as president of RKO Theatres from 1946 to 1950, when he resigned,

(*Continued on page* 4)

RCA to Distribute Polaroid Glasses Throughout U.S.

CAMBRIDGE, Mass., Aug. 16.—The RCA Victor Division of the Radio Corporation of America has been appointed to distribute Polaroid glasses for 3-D films, according to a joint statement by Jackson Turner, 3-D glasses sales manager for Polaroid Corp., and J. F. O'Brien, manager of theatre equipment sales for RCA Victor.

Turner, commenting on the selection, said that a stock of 3-D glasses will be maintained at RCA theatre supply dealers throughout the nation. That means, he went on, in an emergency an adequate supply of glasses will be within 24-hour truck shipment of every exhibitor in the country. Shipment of regular orders will be

(*Continued on page* 4)

$2,000,000 Boston Trust Suit Filed

BOSTON, Aug. 16.—Ten distributors and seven circuits are named in an anti-trust suit for $2,000,000 trebled damages filed by Annamaco Theatre, Inc., owner of the Adams Theatre, Dorchester. The complaint charges conspiracy for a number of years through a system of runs and clearances and alleged admission price fixing in the Dorchester and Boston areas.

The circuits named in the action are Loew's Boston Theatres, Keith's Massachusetts Theatres, RKO Keith

(*Continued on page* 4)

Transition Finds Disney With Biggest Film Plans

By MURRAY HOROWITZ

The current transition period in the industry finds Walt Disney Productions with an annual production budget of about $7,000,000, the largest in its history, Roy Disney, president, disclosed on Friday.

Disney stressed the figure to underscore his organization's belief in the soundness of the industry, no matter what medium is employed. The important thing, he declared, is to give the people what they want. He said it was thrilling to watch the crowds pour into the Capitol Theatre, where "From Here to Eternity" is currently chalking up record grosses. It shows what a story can mean in terms of business, whether the story is wrapped in conventional form, 3-D, or wide screen, he stated.

Disney, who is here from the Coast for a week's stay, did not discount the new technical innovations. Pointing to his company's plan to utilize 20th Century-Fox's CinemaScope process, he said Walt Disney adapted color to his films quickly in the belief that it meant so much to the business, and he is just as excited about the potentialities of CinemaScope.

The activity of the Disney organization was underscored by the number of productions in work or in preparation. Disney said that a $400,000 stage set is under constructoin at the Disney studio in Hollywood for "20,000 Leagues Under the Sea," which will be filmed in CinemaScope;

(*Continued on page* 4)

Fox Field Men In Testimonial For Lichtman

Originate Sales Drive To Run Through Sept.

The five-week period from Aug. 30 to Oct. 3 has been set aside by 1,300 field employes of 20th Century-Fox for the celebration of an "Al Lichtman Testimonial," in honor of the company's director of distribution. The drive was not initiated by the home office, but was formulated by the division and assistant division managers at their own meeting here following last month's conference.

Al Lichtman

The Al Lichtman Testimonial supervisory committee consists of division managers Herman Wobber, West; Harry G. Ballance, South;

(*Continued on page* 4)

RCA's Folsom Hails 20th's CinemaScope

CinemaScope was hailed here as the process which will give "the boxoffice as well as the screen a new dimension" by Frank Folsom, president of RCA-Victor.

The occasion was the specially-called sales meeting of RCA dealers, held at the Johnny Victor Theatre in Rockefeller Center on Friday, to acquaint those attending with the 20th Century-Fox development. Present at the meeting were Spyros P. Skouras, 20th-Fox president, Al Licht-

(*Continued on page* 4)

Plea Against 'M' Ban Again in High Court

WASHINGTON, Aug. 16.—Ohio's banning of the film "M" presents substantial constitutional questions, the U.S. Supreme Court was told in a brief made public at the weekend.

Superior Films, producers of the motion picture, asked the highest tribunal to disregard an earlier State of Ohio brief asking on several

(*Continued on page* 4)

Personal Mention

HUGH OWEN, Paramount Eastern-Southern division manager, is in Boston today from New York.

•

Richard Dobbyn, treasurer of Maine & New Hampshire Theatres, became a grandfather for the 11th time when his daughter, Mrs. John Baiorunos, gave birth to a son.

•

Dr. George C. Higgins, research associate of Kodak Research Laboratories, has been awarded the 1953 Davanna Medal of the French Photographic Society.

•

Burt Sloane, formerly of the Paramount publicity staff here, has joined the home office publicity department at United Artists as trade press contact.

•

Anne Noret, manager of the Liberty Theatre, Springfield, Mass., was married to Paul Regan and is honeymooning in New Hampshire.

•

Frank Kassler, of Continental Distributing, left New York on Saturday for Chicago.

WB 'Love' Drive for New 'Weldon' Name

A coast-to-coast tie-up between Warner Brothers and Armour & Co. will mark the opening of the promotional campaign for national distribution of "So This Is Love." The promotion, which was planned by Mort Blumenstock, Warner vice-president in charge of advertising and publicity, and Bob Eagan, merchandising director of Foote, Cone & Belding, is tied to a nationwide contest to select a new name for Joan Weldon, contract player who is featured in the picture. Armour's Pantry Shelf Meal Division will be advertised by the packing company.

A second contest will be open to all theatre managers in the United States playing the picture during the period from Aug. 15 to Oct. 31. Cash prizes will be awarded to the theatre managers originating the best three lobby displays on the contest.

Skouras to Europe For CinemaScope

Spyros P. Skouras, president of 20th Century-Fox, emplaned for London over the weekend to survey plans in Europe to introduce CinemaScope this fall. He will be abroad for several weeks.

Skouras will hold talks and progress meetings with leading theatre equipment manufacturers in England, France, Germany and Switzerland, many of whom concluded agreements with the film company to produce screens, lenses, and sound equipment during his recent European trip.

While abroad, Skouras is expected to present the first of a series of demonstrations of the anamorphic lens system slated to begin later this month in principal cities on the Continent.

RKO Radio Midwest Sales Meet Today

CHICAGO, Aug. 16.—The second in a series of four RKO Radio cross-country sales conferences will get under way here tomorrow at the Blackstone Hotel. Executives from the home office and Midwestern branches will participate in the sessions. The first of the series was held in New York last month. Other meetings will be held Wednesday in Denver and on Thursday and Friday in San Francisco.

Top Officials to Attend

Attending from the home office are: James R. Grainger, president; Charles Boasberg, general sales manager; Walter Branson, assistant sales man-Walter Branson, assistant general sales manager; Edward Walton, executive assistant to Grainger; Nat Levy, division manager; Sidney Kramer, short subjects sales manager, and Frank Dervin, assistant to Walton.

Attending from the branches are: district managers Herbert Greenblatt, Midwestern; Al Kolitz, Rocky Mountain; Ben Cammack, Southwestern; and Carl Peppercorn, Canadian. Others include Samuel Gorelick, Chicago branch manager; Seymour Borde, Chicago sales manager; and branch managers Lou Elman, Milwaukee; Fay Dressell, Minneapolis; Ray Nolan, St. Louis; Jimmy Lewis, Kansas City; Don Conley, Des Moines; Max Rosenblatt, Omaha; Stan Jacques, Cincinnati; Russ Brentlinger, Indianapolis; Jack Bernstein, Cleveland; Otto Ebert, Detroit; Sol Sachs, Dallas; Ralph Williams, Oklahoma City; Reg Reagin, Memphis, and Rogers Lamantia, New Orleans.

Exhibitor Confab in Denver

Grainger, Boasberg and Branson will proceed to Denver, where an exhibitor conference will be held. Branch managers Marvin Goldfarb, Denver, and Giff Davison, Salt Lake City, will be present. Exhibitors will include F. H. Ricketson, Jr., president, and Robert W. Selig of the Inter-Mountain Theatre Corp.; Charles R. Gilmour, president of Gibraltar Enterprises; Larry Starsmore, president of Westland Theatres; Charles U. Yaeger, president of Atlas Theatres Corp., and Harry Huffman of station KLZ.

Following the San Francisco conferences at the St. Francis Hotel, Grainger will go to Hollywood for about 10 days of conferences with Howard Hughes, C. J. Tevlin, vice-president in charge of studio operations, and other studio executives. Boasberg and Branson will make stop-overs in Salt Lake City, Omaha, Kansas City and St. Louis for further conferences and exhibitor meetings prior to returning to New York at the end of the month.

Party for Miss Hepburn

A screening of "Roman Holiday," next attraction at Radio City Music Hall, will be held in the studio apartment of the theatre on Wednesday, following a cocktail party in honor of Audrey Hepburn. Russell Downing, president of Radio City Music Hall, will be host.

Tradewise . . .

(Continued from page 1)

that its men of responsibility have not forgotten such times and the vital part played by the Production Code in hastening their end and barring their recurrence.

As Johnston said so succinctly last week, the Code stands for morality and good taste in entertainment. Neither seasons nor geography change those.

Open 'U' Exchange In Dallas Today

Dallas, Aug. 16.—Top Universal-International executives, led by president Milton R. Rackmil, were slated to be on hand here tomorrow to participate in opening ceremonies of the company's modern new film exchange. The new one will replace an older and much smaller building the company formerly occupied.

Rackmil, Alfred E. Duff, executive vice-president, Charles Feldman, general sales manager, and Frank McCarthy, Southern and Canadian division manager, were scheduled to fly in over the weekend. Several hundred exhibitors have been invited to the branch opening.

Staff Numbers 46

The building, which will also serve as U-I's district office for the Southwest territory under district manager Hy Martin, will have an office staff of 46 and a sales staff of nine under the direction of branch manager Robert Wilkinson. F. T. Murray, U-I manager of branch operations, supervised the physical phase of the new building's design and construction.

Universal Acquires Three Rank Films

Universal Pictures has concluded a deal with the J. Arthur Rank Organization whereby it will handle the American release of three Rank productions, it was disclosed at the weekend by Charles J. Feldman, Universal general sales manager. The pictures are "The Titfield Thunderbolt," "Genevieve" and "Desperate Moment."

"The Titfield Thunderbolt," in color by Technicolor, is a Michael Balcon production, directed by Michael Truman. "Genevieve," also in Technicolor, is a comedy starring Dinah Sheridan, John Gregson, Kay Kendall and Kenneth More. "Desperate Moment" is a "chase" melodrama filmed on location in West Germany. It will have its American premiere at the Beekman Theatre in New York.

Can't Lease Theatre, So He'll Reopen It

MINNEAPOLIS, Aug. 16.—James Pierce, who on June 13 closed his Topic Theatre at Fairfax, Minn., has decided to reopen the house after having failed to come to terms for the lease of the theatre and equipment to a group of local businessmen.

Independent Circuits To Base Increases On Local Status

In line with the major circuits' policy of adjusting admission price levels to conform with individual situations, independent circuits will follow a similar line of procedure, a weekend checkup revealed. Circuit heads hinted that price raises may be instituted in situations where it will be necessary in order to continue operations, but that the economic status will be studied thoroughly before any move is made.

As yet, no independent circuit in the New York area has made any decision regarding the closing of so-called borderline theatres. One executive said he was toying with the idea of testing a price increase in a "fringe" Long Island house and watching developments. If the gross does not improve, he will either restore the former scale or close the theatre, depending on conditions at the time, he said.

Most Favor Coyne View

However, a majority of those contacted appeared to agree with the recommendation of Robert Coyne special counsel for the Council of Motion Picture Organizations, to "hang on" and keep all theatres in operation despite the failure of the Mason Bill to receive Presidential approval. They feel that the strength shown by COMPO in getting the measure through both houses of Congress is an indication of eventual success. The independent operators, as a whole, expressed the opinion that the autumn would show "which way the wind would blow" in regard to the retention of improved business in the last few weeks.

Peterson Now Reade Asst. Gen. Manager

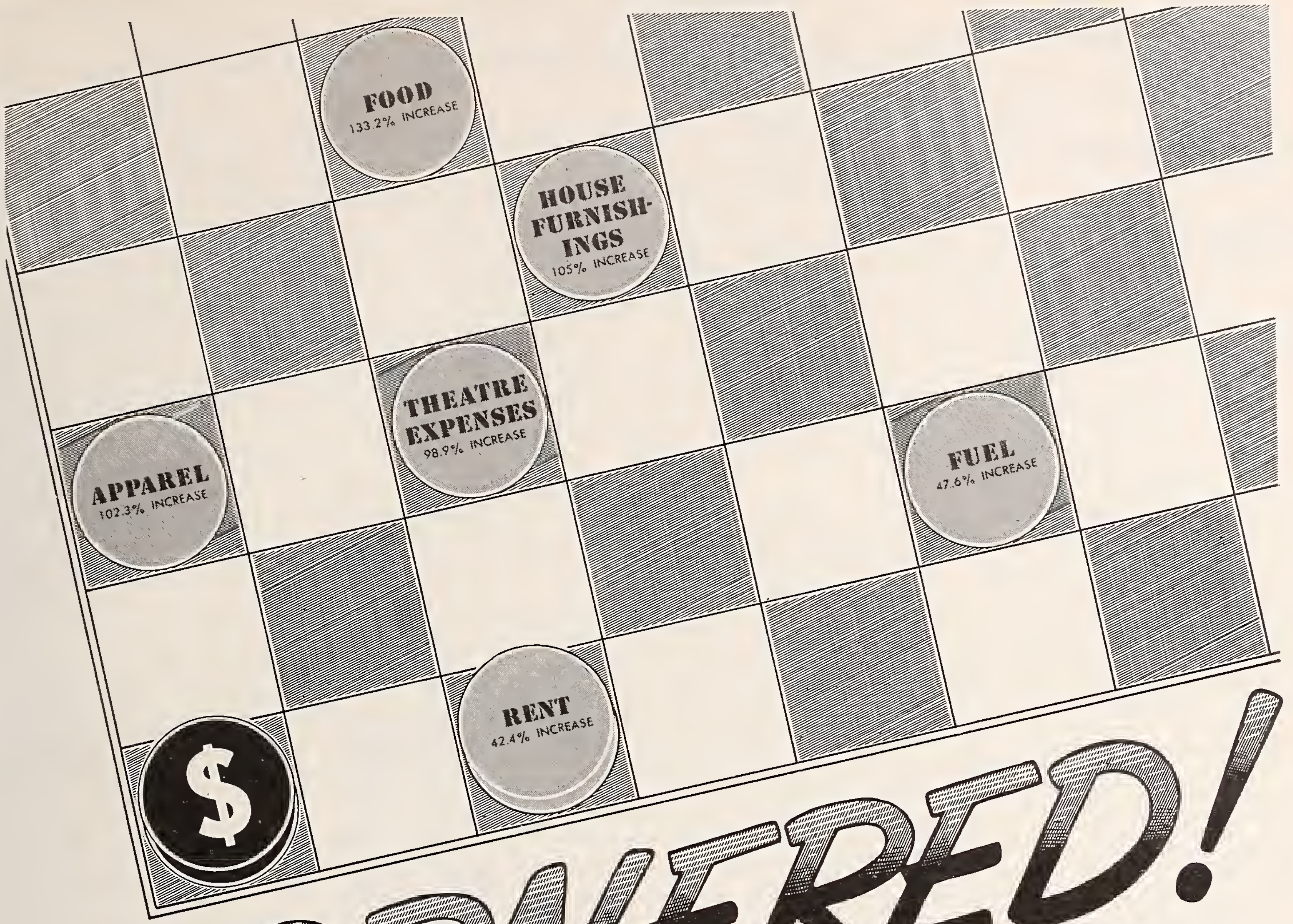
Paul Peterson, for the past four years drive-in theatre supervisor for Walter Reade Theatres, has been promoted by Walter Reade, Jr., president of the circuit, to the post of assistant general manager. He will work directly with and under Nick Schermerhorn, general manager of the circuit, in directing all field activities. He will also continue to supervise the six drive-in theatres of the organization.

The promotion of Peterson was disclosed at a meeting of theatre managers at which prizes for "manager of the month" also were awarded. Winners for two months were: John Balmer, city manager of Reade theatres in Plainfield, N. J., and John Somers, manager of the Kingston Theatre, Kingston, N. Y.

S-W Heads to Speak At Conn. Zone Meet

HARTFORD, Aug. 16.—Si Fabian, Harry Kalmine, Harry Goldberg and Sam Rosen are scheduled to address the annual New Haven zone meeting of Stanley-Warner Theatres which will be held Thursday at the Waverly Inn, Cheshire, Conn. Forty-three theatres will be represented and the annual awards will be made.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


FOOD
133.2% INCREASE
HOUSE FURNISHINGS
105% INCREASE
THEATRE EXPENSES
98.9% INCREASE
APPAREL
102.3% INCREASE
FUEL
47.6% INCREASE
RENT
42.4% INCREASE
$

CORNERED!

Yes, it's a pretty tight spot your DOLLAR is in... *checkmated* at every turn by high prices... *trapped* by increasing costs!

The pattern is explained, to a large extent, by the Bureau of Labor Statistics report that your *Cost-of-Living* has jumped 98.9% since 1939... with FOOD, FUEL, RENT and APPAREL leading offenders... while Exhibitors Digest adds to the bad news, the information that the cost of THEATRE EQUIPMENT and SUPPLIES has moved forward 90.8% ahead of 1940! It puts your badly cornered DOLLAR in a pretty tough spot.

However, you'll note that you *have* been *one* jump ahead... during all these years of rising costs... if you *compare* the *negligible increase*, IF ANY, you've received from NSS.

Yes, COMPARE *all* your costs, with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

In the THEATRE

Equipment World . . .

. . *with RAY GALLO*

THE National Excelite "135" is a new projection arc lamp designed to deliver the increased volume of light at the screen demanded by 3-D and wide-screen projection without a corresponding increase in heat at the aperture, announced by National Theatre Supply. Positioned in the path of the light beam is another new development, the Reflect-O-Heat unit, which passes the visible light while diverting the heat rays back into the lamphouse from which it is removed through the stack. The lamp is designed to burn 10mm "Hitex" carbons at 135 amperes or 11mm regular carbons at 120 amperes for wide-screens; and for the full hour running period of 5000-foot 3-D reels, the 10mm "Hitex" can be burned at 120 amperes or the 11mm regular carbons at 115 amperes, according to the company's announcement.

•

Albert L. Shirley has been appointed southern sales representative for the Bulk Division of the Nestle Co., Inc., White Plains, N. Y., according to Thomas F. Corrigan, bulk sales manager. Shirley will make his headquarters in Atlanta and cover territory extending from the Virginia-Carolina border south to Florida and west to Texas. He will be associated with and assistant to A. M. Mullens.

•

Theatre employees are being given an opportunity to win cash prizes totaling $5,000 in a new contest sponsored by the Williamson Candy Co., Chicago. Awards will be given for the best statements on "How I increase sales of Oh Henry! candy." In announcing the contest, James A. Dickens, vice-president and sales manager, pointed out that everyone who works for an Oh Henry! customer can enter, including cashiers, candy counter workers, ushers, managers and operating personnel.

•

C. D. Hoover has been appointed regional sales manager for the Breuer Mfg. Co., Chicago, in New England, upper New York State and Pennsylvania (outside of Philadelphia). The company's line of "Tornado" equipment includes commercial vacuum cleaners, floor machines, portable electric blowers and dust collectors. Hoover comes to Breuer with many years of experience in the sale of floor maintenance equipment and will conduct extensive sales training programs for distributors in his territory.

•

Jack Frost, Detroit electrical contractor who conducts an electrical equipment rental service on a national scale, has announced the purchase of a large supply of modern lighting equipment. It includes Western track dollies and portable Cine Pro Camera dollies, a quantity of 2000-watt Century Lekolites and a Strong Trouper arc light and will be primarily used by film-makers ordering the Frost service while working on temporary locations.

Lichtman Testimonial

(*Continued from page 1*)

Martin Moskowitz, Empire State; Morton A. Levy, Midwest; Tom O. McCleaster, Central; Glenn Morris, Atlantic, and Peter Myers, Canada; assistant division managers Paul S. Wilson, South, and Bryan D. Stoner, West, and branch managers Tom R. Gilliam, Chicago; James Connolly, Boston, and Benjamin A. Simon, New Haven.

The field campaign has been progressing quietly under the divisional chiefs with executive assistant general sales manager W. C. Gehring, and Edwin W. Aaron and Arthur Silverstone, Western and Eastern and Canadian sales managers, respectively, expecting an all-time company record during the period.

The 38 exchanges in the United States and Canada have already lined-up 12,312 theatres in the two countries for participation in the testimonial.

Exhibition leaders in every territory have been co-operating with the 20th Century-Fox division, assistant division and branch managers in the campaign. An exhibitors' sponsoring committee has been working in every territory. Home office officials at the weekend were informed that the personnel of these committees, along with the makeup of the actual 38 branch teams, would be identified in reports scheduled to reach New York during this mid-week.

When informed of the field's proclamation of the Al Lichtman testimonial, Spyros P. Skouras, president of 20th Century-Fox, sent the following telegram to the divisional and branch managers:

"Nothing has given me greater pleasure in a long period of time than the leadership you and your associates have taken in a positive way to personally honor Al Lichtman by voluntarily setting up a five-week Al Lichtman testimonial. I am thrilled and congratulate you.

"An Inspired Idea"

"It was an inspired idea when the division managers decided in this way to honor their great friend and associate. It makes me very happy to know that this grew out of your desire to assure him that our domestic sales organization would relieve him of all worry about our business while he is engaged in the intensive work of launching CinemaScope in the way it deserves to be launched.

"As you know, Al has worked incessantly to show the trade the historic importance of this transition and the results he has obtained are highly gratifying. He has given life and vitality to the whole undertaking on a scale commensurate with its importance."

GPL, NTS Dealers to Attend 20th Clinic

Executives of General Precision Laboratories, National Theatre Supply and 20th Century-Fox will participate in a CinemaScope clinic here today at 20th-Fox's home office.

Attending will be General Precision and National Theatre Supply dealers from major cities across the country. The new sound unit will be shown and a special demonstration of CinemaScope, utilizing the four-track on a single film sound system, will be held. Al Lichtman, distribution director, W. C. Gehring, executive assistant general manager; and Earl I. Sponable, research director, will act as hosts.

Boston Trust Suit

(*Continued from page 1*)

Theatres, Inc., New England Theatres, Inc., American Theatres Corp., Pilgrim Theatre Corp. and Morton Theatre Corp. Distributor defendents are Columbia, M-G-M, Monogram, Paramount, RKO Radio, Republic, 20th Century-Fox, United Artists, Universal and Warner Brothers.

The case was filed by George S. Ryan, Boston atorney, for Albert B. Lourie, operator of the Adams.

Kingsberg

(*Continued from page 1*)

continuing with the company in a consultative capacity.

Having wide experience and a thorough background in financial work, it is believed that Kingsberg's new post with Loew's may be in that field, particularly with divestiture of the theatre company and its attendant financial arrangements due to be consummated during the forthcoming six months.

CinemaScope Order Placed by Odeon

TORONTO, Aug. 16.—The Odeon circuit has ordered CinemaScope for its key theatres throughout Canada and is expected to have installations completed by October for the showing of "The Robe." Famous Players Canadian previously had placed orders for its theatres in the Dominion.

The orders were placed following a sales meeting conducted by Arthur Silverstone, Eastern and Canadian sales manager of 20th Century-Fox, and Peter Myers, division manager, following which CinemaScope demonstrations were given.

Disney Plans

(*Continued from page 1*)

shooting on that feature, which will be in color by Technicolor, he said, will probably begin in November for release probably in the fall of 1954. He said the rushes of the first cartoon feature in CinemaScope, "Lady and the Tramp," which will be released in August, 1954, are "exciting." He said the live action feature "Rob Roy" has just been completed and will be released in February, 1954.

Others planned or in preparation, it was stated, include: "Sleeping Beauty," CinemaScope; "Babes in Toyland," both cartoon features; short subjects in CinemaScope, in addition to three additional live-action and cartoon features in preparation. Another true-life feature, it was added, "The Vanishing Prairie," has just been finished and will be released in November, 1954.

Cinerama in 21st Week

DETROIT, Aug. 16.—"This Is Cinerama" now is in its 21st week at the Music Hall here, a long-run record for entertainment attractions locally.

Folsom

(*Continued from page 1*)

man, distribution director, and Earl I. Sponable, director of research.

Folsom, in his introduction of Skouras, paid tribute to the 20th-Fox president as a leader who has always sought to improve the film medium. Skouras expressed his appreciation to the RCA group for their cooperation in the task of bringing CinemaScope to the public, and paid tribute to all equipment manufacturers and dealers who have joined the undertaking. Following the morning session, a demonstration of CinemaScope was given at 20th-Fox's projection room.

Appeal 'M' Ban

(*Continued from page 1*)

grounds that Superior's appeal be dismissed.

The brief denied Ohio's contention to the effect that the Ohio statute is designed to exclude only such motion pictures which are obscene, immoral, or which tend to promote crime or riot.

The brief argued, ". . . the fact remains that the words of the statute do not limit the power of the state. . . . Indeed, the scope of the power to exclude is without definable limit under this statute. . . . The Supreme Court of Ohio said nothing which confines the state's power to such criteria."

Jurisdiction Questioned

The State of Ohio had also contended that the Supreme Court lacks jurisdiction of that part of the appeal which argues that the Ohio statute denies Superior equal protection of the laws, on the grounds that the issue had not been presented to the Ohio Supreme Court. The brief cited a comment by an Ohio Supreme Court judge to prove it had been argued that "M" could still be shown on Ohio television stations, though banned for theatres, and ". . . the issue was squarely before the court."

Ohio had also argued that the Supreme Court lacks jurisdiction over that portion of the appeal which attacks the license fee provisions of the Ohio statute as an unconstitutional tax.

Ohio said that this portion of the appeal involves a question decided by the lower court on adequate independent non-Federal ground.

Three Arguments Answered

The brief was confined to answering the three arguments on which Ohio had based its plea for dismissal of Superior's appeal, but it added one further argument:

"It is not necessarily what has been done, but what can be done under the Ohio statutes to restrict freedom of speech or of the press which renders the statute void."

The original suit attacked both the censorship of "M" and the $3-per-reel censorship charge.

Polaroid Glasses

(*Continued from page 1*)

handled from Polaroid's plants as in the past, he added.

A stepped-up merchandising and advertising campaign to promote 3-D films is being produced for both the trade and consumer publications, and numerous point-of-sales pieces will be available to exhibitors shortly, it was stated.

Asks Supreme Court Rule on Charlotte Sunday Closings

WASHINGTON, Aug. 16.—Charles B. McGee, operator of a Charlotte, N. C., drive-in, has asked the Supreme Court to declare unconstitutional a Charlotte ban on film showings during certain Sunday hours.

In a brief made public at the weekend, McGee charged that the law is discriminatory in that it does not apply to films shown over television or in other theatres outside the city limits. It was also argued that the ban violates Constitutional guarantees of religious freedom.

McGee lost his case before a jury and his appeal was turned down by the North Carolina supreme court.

Originally "Outside" City

McGee told the highest court that his theatre was outside the city limits when it was built but was taken partly into the limits when Charlotte in 1950 took in additional territory. The law, forbidding Sunday film showings between the hours of 6:30 P.M. and 9:30 P.M., thereupon became applicable to McGee's North 29 Drive-In Theatre.

Competitive drive-ins, outside the city limits, don't have to observe these hours, the brief pointed out. Since these are the hours in which business is best and since, in any event, the weekend business is most profitable, the law puts North 29 at a severe competitive disadvantage, particularly in bidding for films.

Worsham, Fisher Join 'Caddy' Festivities

COLUMBUS, O., Aug. 16.—Golfer Lew Worsham, who won the Tam O'Shanter golf tournament a week ago, and singer Eddie Fisher will be among the notables of the sports, entertainment and press worlds who will be here tomorrow for the world premiere of Paramount's "The Caddy." All proceeds will go to the college scholarship fund of the National Caddies Association.

Worsham and Fisher will join with Dean Martin and Jerry Lewis and other headliners participating in the National Celebrities Tournament which will highlight the festivities of the day. On Tuesday, the best 64 caddies from all sections of the country will compete for $5,000 in scholarship prizes.

'Eternity' Goes to Oriental in Chi.

CHICAGO, Aug. 16.—"From Here to Eternity" has been awarded to the Oriental Theatre here and will open for an unlimited run starting Sept. 3.

Meanwhile, the Telenews Theatre here disclosed plans to change its name to the Loop Theatre, following its decision to end its newsreel policy. It will open Aug. 28 with the "Sword and the Rose" and "Prowlers of the Everglades."

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

Television--Radio

with Pinky Herman

THE revitalized, revamped and reorganized American Broadcasting Company, after several months' operation under the FCC-approved merger with Paramount Theatres, is making gigantic strides. To date its fall television program gross bookings have already broken any previous similar period sales, having attained the $15,000,000 mark, much of it representing blue chip national sponsors. . . . "Ethel & Albert" resume their NBClownings Sat. Aug. 29 after a 10-week summer hiatus. . . . Our definition of a TVenus—Ethel (WPIX) Thorsen. . . . Guild Films Co. has negotiated a deal whereby all its TV programs will be handled exclusively for the entire Canadian market by Spence W. Caldwell, Ltd. Shows include the very popular "Liberace" and "Joe Palooka" series. . . . Joan Caulfield, star of the new TVehicle, "My Favorite Husband," will be given a CBSend-off this evening at the River Club in Manhattan. . . . NBCorrespondents in all parts of Europe are flooding desks of ye fourth estaters with postcards highlighting foreign news and upcoming events. Smart promotion, NBCampaign!

☆ ☆ ☆

Jackie Gleason

Jackie Gleason will be comin' round the mountain (Catskill) end of the month to start rehearsals for his fall TV series, CBScheduled to start Saturday, September 19. . . . Add more numbers: NBC's 22 film vaults contain over 18,000,000 feet of stock shots with 50,000 feet added weekly. . . . Newest homeowner in Westchester is Paul Winchell. He'll move into his Larchmont home this week. . . . Profiler de luxe Paul Denis flies to Hollywood next week to interview and write pieces for five contemporary fan mags. . . . The remarkable resemblance between comics Larry Storch and Jay Lawrence isn't exactly a coincidence. They're brothers. . . . Tip to songplu-oops-contactmen: The Southwest's top disk jockey, Dick Gilbert, whose KTYLip-service on waxed music is followed daily by millions out Arizona way, will be in Gotham middle of next month to tape a few interview programs. Mrs. Gilbert will accompany him. . . . Edward R. Conne, formerly with World Broadcasting and originator of many early radio programs for Blackett-Sample & Hummert, has been named v.p. in charge of national sales for Prockter Television Enterprises. (How tempus does fugit. 22 years ago this reporter composed with Gus Haenschen the song "Manhattan Merry-Go-Round" for Conne, which was the theme song of the radio show of the same name from 1931 right thru till the program faded from NBC in 1949.)

☆ ☆ ☆

Marian Young will celebrate her twelfth anniversary as WOR's "Martha Deane" today. About 100 personalities who have appeared as guests on the program will be on hand for a little party following the program. . . . Telenews Productions, which features impromptu talks by two East German recipients of U.S. food parcels, are requesting all TV stations to destroy the film after the FIRST telecast in order to prevent the film falling into the wrong hands with possible harm inflicted upon the two brave subjects. . . . Incidentally, with the current talk about 3-D, we should like to add right here and now our own 3-D: Democracy—Divinity—Decency. . . . News MBSpieler Gabriel Heatter this week starts his 21st year on radio. . . . "Unfortunately," says Fred Waring, "most people with nothing to say insist on saying it." . . . Last week when Mary Kelly told Nicholas Monsarrat, prior to his guestint on "Today," that she hadn't read his fine book, "The Cruel Sea," he escorted her to the bookshop in the lobby of the NBC building and bought her the book.

☆ ☆ ☆

LOTSA DOTS . . . WNVA, Norton, Va., deejay Wally Douglas and his pretty wife spending a busman's holiday in town radiogling and TViewing programs. . . . NBC's Bud Barry on a flying 10-day business trip to Hollywood. . . . Bonita Granville will star Thursday on the "WABDrama at Eight" science fantasy. . . . Did you know that 32 of Liberace's 79 sponsors are banking institutions? (that's really GUILDing a dilly). . . . Eddie Bracken flew to the Coast to make a telefilm for the "Ford Theatre" and while there was signed for an important part in a forthcoming Mickey Rooney MGMovie.

July Film Dividends Lower Than Those Of July, 1952

WASHINGTON, Aug. 16.—Film company publicly declared dividends were lower in July this year than in July, 1952, but only because Warner Brothers Pictures has been paying its dividends a month later this year. Dividend figures were released at the weekend by the Department of Commerce.

There was no Warner dividend this July, while $1,238,000 was paid out by that company in July, 1952. Consequently, July, 1953, dividends fell to $1,267,000 from $2,202,000 in July, 1952.

American Broadcasting-Paramount Theatres paid $1,129,000 this July, compared to a United Paramount Theatres publicly declared dividend of $825,000 in the same month last year.

District Theatre Corp. declared $38,000 in July, 1953, and $39,000 in July, 1952. Republic Pictures declared $100,000 in both years.

Total film industry publicly declared dividends in the first seven months of this year amounted to only $10,375,000, compared to $15,551,000 in the same period during 1952.

20 Theatres in Line For Football TV

Twenty theatres have already lined up for the Notre Dame football telecasts this fall, William P. Rosensohn, secretary and sales manager of Box Office Television, reported here at the weekend.

Rosensohn, who returned from a tour of the Midwest, said that he expects many others will sign up. He added that the individual theatres taking the event will be announced shortly by BOT.

BOT, it was learned, is selling the football program to theatres on the basis of a 50-50 share in the Saturday afternoon gross, with all line and loop charges being borne by BOT.

Chi. Armed Car Men To Take Strike Vote

CHICAGO, Aug. 16.—Armored car messengers, guards and teamsters of Local 725 will take a strike vote tomorrow night.

The cessation of work, if the union votes to strike, would work a hardship on many theatres here, inasmuch as it would force them to pick up and deliver their own deposits to the bank.

Carroll Gets 'Denning'

Distribution rights to "Mr. Denning Drives North" have been acquired by Carroll Pictures, Inc., which will prepare this film and "Lady Godiva Rides Again" for early release.

placement specialists
robert
motion pictures ☆ ☆
goldfarb
tv — radio — theatres
agency
1650 b'way • pl 7-8050

SOME STRAIGHT TALK ON 3-D AND WIDE SCREEN PROJECTION

"How much *more* light do I need for my new movie system?" That's the question everyone's asking today. Now is the time for specific, *factual* data on light requirements for 3-D and expanded screen projection.

With this need in mind, research and development engineers of National Carbon Company have collaborated on a treatise on screen light for the new motion-picture systems.

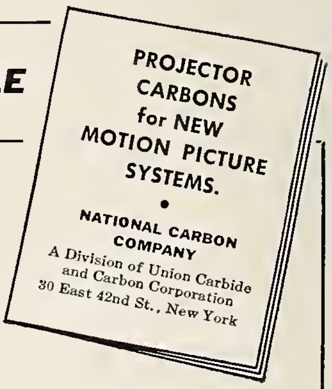
HERE'S WHAT THIS FREE BOOKLET CONTAINS:

- Range of screen sizes suitable to each of the new "National" lighting carbons listed below for 3-D and wide-screen projection.
- Answers, based on original research, to many of the projectionist's problems, presented in a form he can easily apply to his own physical set-up.
- Information *anyone* can use for a better understanding of the lighting problems peculiar to exciting new stereoscopic and wide screen systems.

"NATIONAL" CARBONS FOR NEW PROJECTION SYSTEMS

TYPE OF LAMP	CARBON	AMPERES
Non-rotating, Reflector-	7, 8, & 9mm "Suprex"	42-75
Rotating, Reflector	9, 10, & 11mm H. I.	75-115
	10mm "Hitex"	115-135
Rotating, Condenser	13.6mm H. I. & "Hitex"	125-180

GET YOUR FREE COPIES OF THIS IMPORTANT ARTICLE



PROJECTOR CARBONS for NEW MOTION PICTURE SYSTEMS.

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd St., New York

NATIONAL CARBON COMPANY
30 E. 42nd Street, New York 17, N. Y.

Gentlemen:

Please send me postpaid and without charge,______ copies of your new article on screen light for the new motion picture systems. No obligation, of course.

(PLEASE PRINT)

*Name*____________________ *Title* ____________

*Company*____________________________

*Address*____________________________

*(Signed)*____________________

The terms "National", "Suprex", and "Hitex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

District Sales Offices:
Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 34 NEW YORK, U. S. A., TUESDAY, AUGUST 18, 1953 TEN CENTS

Set Mid-Sept. Meet to Map Compo Plans

See $2-Million for Korea From Theatre Collection

The executive committee, board of directors and possibly the tax repeal committee of the Council of Motion Picture Organizations will meet in mid-September to determine a course of action on future COMPO activities, Robert Coyne, special counsel, said here yesterday.

The meeting may be held in some central location so that members will not have to travel great distances to New York.

Coyne said that one of the purposes of the meeting would be to establish a "sense of direction" on the continued tax repeal campaign and to agree on a course of procedure. The triumvirate heads of COMPO, Al Lichtman, Sam Pinanski and Trueman Rembusch, will meet shortly to map out plans for the September sessions.

Commenting on the theatre drive for Korean relief, Coyne estimated that between $1,500,000 and $2,000,000 would be collected.

Meanwhile, Coyne will leave here today for an extended vacation in New Hampshire.

Says British Films Being 'Ruined' Here

LONDON, Aug. 17.—A charge that the prestige of British films is being ruined by some American distributors was made here by Austrian-born William C. Shelton, who, as president of the newly formed Imperial Film Distributors of America, said he wanted to "talk things over with independent British producers like Sir Michael Balcon and Herbert Wilcox."

Shelton charged that some "small, unorganized American distributors who have no standing in film trade circles are dumping British pictures

(*Continued on page 3*)

Magna Concludes 'Oklahoma!' Deal

Conclusion of the deal to film "Oklahoma!" in the Magna 65mm. process was disclosed here following a demonstration in Buffalo, attended by Richard Rodgers and Oscar Hammerstein.

The agreement was concluded between Rodgers and Hammerstein, on

(*Continued on page 3*)

Grainger Describes Bright RKO Future At Sales Meeting

CHICAGO, Aug. 17.—RKO Radio's future looks the brightest in many years, James R. Grainger, RKO Radio Pictures' president, declared here today in an address at the company's sales convention.

Grainger said that the entire organization, studio, field and home office, was on a forward, progressive march. "Economy, hard work, enthusiasm and good pictures have been paying off," he told the 60 delegates from the Midwest, South and home office. RKO's first 3-D production, "Second Chance," he said, is strong at the box-office and added that RKO will launch its second 3-D attraction, "Devil's Canyon" at once. "The French Line" and "Son of Sinbad," he went on, are now being edited. He expressed gratification at the volume selling which was stressed in the company's silver jubilee drive.

Other speakers at the meeting were general sales manager Charles Boasberg, Edward Walton, assistant to

(*Continued on page 3*)

UK Producers Balk At 3-D Research

LONDON, Aug. 17.—An ambitious plan to conduct research into 3-D and wide-screen methods proposed by the British Kinematograph Society has been at least temporarily stalemated by the Film Producers Association.

The latter referred the application for financing the project to the joint committee of the four trade associations concerned, which will have the effect of holding it up until some time in the fall. In addition, Sir Henry French of the BFPA told newsmen that "some people doubted the wisdom of such a technical body making recommendations at this stage when

(*Continued on page 3*)

50% of RKO Houses Have Wide Screens

More than 50 per cent of the theatres in the RKO circuit have been equipped with the Miracle Mirror wide screens and the balance of the houses will be equipped by fall, according to William W. Howard, vice-president.

The new screens are capable of showing CinemaScope as well as other new methods of projection. Made of vinyl plastic silver, each screen has a one-inch curvature to each running foot width.

Theatre Sales 30% Ahead of 1952

Sales of theatre properties since Jan. 1 are running more than 30 per cent ahead of the corresponding period of a year ago, according to Berk & Krumgold, theatre brokers here. There is a solid interest in theatres with early runs, the brokers said, but very little interest in last run houses.

However, the brokers believe that if, and when, the admission tax is removed or lowered, the market for the late run theatres will become more active.

Government Studies 3-D Glasses Re-use

WASHINGTON, Aug. 17.—The re-use of polarized glasses for viewing 3-D motion pictures is being studied by the U. S. Public Health Service to determine whether or not infection might result from the device if not effectively sterilized.

Department officials stressed, however, that regulation of use is strictly a local matter.

B'way Grosses Continue Strong; 'Eternity,' $165,000

A smash $165,000 was estimated for the second week of "From Here to Eternity" at the Capitol where it is continuing to set the pace for New York first-run situations.

At Radio City Music Hall, a sturdy $130,000 was indicated for the sixth week of "The Band Wagon," bringing its total gross for the six-week period up to about $912,000. It's expected to pass well over the $1,000,000 mark, joining the Hall's "Golden Circle," before the seventh and final week, when it will be replaced by "Roman Holiday," on Aug. 27.

"The War of the Worlds" at the Mayfair is expected to hit a sturdy $62,000 for its first week. At the Roxy, "Gentlemen Prefer Blondes" is due to do a solid $85,000 for its fifth week. A nice $55,000 is seen for the second week of "The Master of Ballantrae" at the Paramount. "Stalag 17" is holding up well at the Astor, with $30,500 forecast for the seventh week.

Allied Units Urge Increased Ticket Prices

Some Exhibitors 'Timid' Over Hiked Admissions

In the wake of President Eisenhower's veto of the Mason Bill, which would have eliminated the 20 per cent admission tax, a variety of developments has stemmed from the knowledge that the tax will continue at least into next year. Among the notable results is the recommendation by at least two Allied units that admission prices be raised immediately.

On the other hand, Rotus Harvey, president of Western Theatre Owners on the Coast, advocates the closing of every theatre that is losing money, and keeping them closed until the tax is removed.

Organizations, too, propose the sending of telegrams to President Eisenhower whenever a theatre is forced to go dark. Newspaper stories in which the necessity for raising prices is explained to the public also are proposed.

Acting on the premise that children's admission prices are "ridicu-

(*Continued on page 3*)

Sees CinemaScope Costs as 'Small'

The price of equipping theatres for CinemaScope is small in comparison to the dramatic gains the process will achieve at the box-office, Herman Place, president of General Precision Equipment and National Theatre Supply, declared here yesterday.

Place spoke at a specially-convened CinemaScope clinic for sales representatives of General Precision at the home office of 20th Century-Fox. Place said that General Precision and NTS are moving forward with the film company in launching the new medium. Place predicted that CinemaScope will "bring about a revolution

(*Continued on page 3*)

Gunzburg Suggests 3-D Titles in 2-D

HOLLYWOOD, Aug. 17.—A suggestion that main titles and credit titles on 3-D pictures be made in 2-D was voiced here today by Milton L. Gunzburg, president of Natural Vision Corp. In making his appeal to the Motion Picture Research Council, the

(*Continued on page 3*)

Personal Mention

DAN S. TERRELL, M-G-M publicity manager, has returned here from Hollywood.

•

ROBERT M. WEITMAN, vice-president in charge of talent and programming for American Broadcasting-Paramount Theatres, is celebrating his birthday today.

•

ALEX EVELOVE has been named publicity director for the 1954 campaign of the Radio - Television - Recording - Advertising charities.

•

SAL ADORNO, JR., assistant general manager of M & D Theatres, Middletown, Conn., has returned there from Westbrook, Conn.

•

TED GALANTER, Western sales representative for M-G-M, has arrived in Portland, Ore., from Hollywood, en route to Seattle.

•

SID MESIBOV, Paramount Pictures exploitation manager, has returned to New York from a vacation in Pennsylvania.

•

HARRY FEINSTEIN, Stanley Warner New Haven zone manager, has returned from a vacation in Canada.

•

JULES LAPIDUS, Warners Eastern and Canadian division sales manager, has left New York for Pittsburgh.

•

S. A. SHIRLEY, in charge of Honolulu and Alaska sales for M-G-M, is in San Francisco from Hollywood.

•

JOHN G. MOORE, Paramount Pictures Boston branch manager, will leave there today for New York.

•

RICKIE LABOWITCH, secretary of the Cleveland Motion Picture Exhibitors Assn., is vacationing in Canada.

•

JAMES GROVER has been named assistant manager for the B & Q Bijou Theatre is Springfield, Mass.

•

GEORGE NICHOLS, of the M-G-M studio publicity department, is in New York from Hollywood.

•

ADOLPH DEUTSCH, musical director at the M-G-M studios, is in San Francisco from Hollywood.

Hearing on Oct. 5 in Castleman-RKO Suit

HOLLYWOOD, Aug. 17.—Federal Judge Ben Harrison set Oct. 5th as the date for a hearing on a motion filed today by attorney Bernard Reich asking the jurist to vacate an order he signed June 26 dismissing the derivative damage suit against Howard Hughes and RKO by Eli and Marion Castleman and Louis Feuerman.

Ground for the motion was the contention that the plaintiffs were not notified of the dismissal for a month or longer.

Services for M. Gore, Film Pioneer, Today

HOLLYWOOD, Aug. 17.—Funeral services will be held at noon tomorrow at the Home of Peace Cemetery here for Michael Gore, film industry pioneer, who died in his sleep at his home here Sunday at the age of 77.

Gore and his brother, the late A. L. Gore, came to Los Angeles from San Francisco in 1906 and established a chain of nickelodeon theatres which eventually became the present Fox West Coast circuit.

Gore was a partner of Sol Lesser in several enterprises and at one time was co-owner of First National Studios. He was the owner of much property along Film Row. He retired from active business about four years ago.

E. J. Schulte, 76, Veteran Exhibitor

DENVER, Aug. 17.—E. J. Schulte, 76, widely known theatre operator, died in Chicago on Aug. 11 following an operation. Schulte started in the theatre business in 1921 when he bought the Rialto at Casper, Wyo., which theatre he still owned at his death. He was president of the Rialto Theatre Corp., with 18 houses in Wyoming and Colorado, a vice-president and director of Gibraltar Enterprises, a theatre company with headquarters in Denver; a director of the Casper National Bank; chairman of the board of the First National Bank of Riverton, Wyo., and president of two Casper real estate firms. He is survived by his widow, Margaret; a daughter, Mrs. Louise Nichols of Key West, Fla.; a son, Russell W. Schulte of Casper; a sister and two brothers.

McVickers in Strong Start as 1st Run

CHICAGO, Aug. 17. — Chicago's newest entry into the ranks of straight first run theatres, the McVickers, turned in a fancy gross of $29,600 the first week of "Let's Do It Again" and "The Farmer Takes a Wife" and appears headed for a very good second week.

Elsewhere here "This Is Cinerama" continues to do virtually capacity at the Palace, grossing close to $47,000 for the week; "The Moon Is Blue" is still strong in its eighth week at the Woods, heading for $22,000; "Dream Wife" racked up $15,000 in its opening week at the RKO Grand; "South Sea Woman" and "Glory Brigade" is expected to hit over $26,000 at the B. & K. Roosevelt in its initial session, and "Thunder Bay" is heading for an excellent $53,000 in its second and final week at the Chicago.

"Return to Paradise" got off to $24,000 in its fourth week at the State Lake and will make way for "Stalag 17" after a six-week run although the court gave B & K permission to run it six weeks.

"Main Street to Broadway," turning in a disappointing $4,500 at the Monroe, and will be followed by "All I Desire," which opens there Wednesday.

S.W. Cinerama on File in NY State

ALBANY, N. Y., Aug. 17. — Stanley Warner Cinerama Corp., of 100 W. 10th St., Wilmington, Del., registered a certificate with the Secretary of State that its office for the conduct of a motion picture and theatrical business in New York State is 321 W. 44th St., New York City. Authorized capital stock is $100,000, $100 par value.

W. Stewart McDonald, as vice-president, executed the certificate, which Michael J. Lichtenstein, 321 W. 44th St., recorded.

Record Rental for 'Queen Is Crowned'

"A Queen Is Crowned," the J. Arthur Rank Organization's full-length color in Technicolor film of the Coronation of Queen Elizabeth II, which completed a 10th week at the 450-seat Guild Theatre in New York Saturday night, is said to have rolled up the biggest gross of any film to play an art house in the United States for a similar period and to have already yielded the greatest film rental to Universal-International, the American distributor, from any single engagement in an art house in the United States. The film rental accruing to U-I from the Guild alone is understood to be $95,000.

With a gross in excess of $150,000 for the first 10 weeks at the Guild, the film rental yielded by the theatre already tops that of the 20-odd week runs of "The Man in the White Suit" at the Sutton Theatre and "The Promoter" at the Fine Arts Theatre, the previous top U-I grossers at art houses.

Legion Condemns 'Seven Deadly Sins'

"The Seven Deadly Sins," French-Italian film produced by Franco London Productions and distributed in the U. S. by Arlan Pictures, Inc., has been placed in Class C (condemned) in the current listing of the National Legion of Decency.

Six pictures have been placed in Class A. Of these, two—"The Caddy" and "Sky Commando"—are in Class A, Section 1. The four films in Class A, Section 2, are "The Beggar's Opera," "The Maze," "No Escape" and "Sailor of the King."

Mack Is Reelected Filmack President

CHICAGO, Aug. 17.—At the annual stockholders' meeting of the Filmack Trailer Co., Irving Mack was reelected president.

The other officers elected to the board of directors were: Joseph Mack, vice-president; Bernard Mack, secretary, and Donald Mack, treasurer. John Wenner, of Daniel F. Rice & Co., members of the New York Stock Exchange, was also elected a member of the board.

Milwaukee, Memphis Impose Ban on 'Moon Is Blue'

MILWAUKEE, Aug. 17. — The Milwaukee motion picture commission, at a second screening of "The Moon Is Blue," voted seven to one that the film should be banned here unless deletions were made in dialogue. The deletions are to be outlined by the commission Wednesday at the Varsity Theatre screening room.

Approval Seen Unlikely

J. H. Imhoff, branch manager for United Artists here, said the producer would have to approve all deletions and such approval seemed "dubious." Imhoff also added that deletion of conversation would ruin the film. Estelle Steinbach, manager of the Fox-Downer here, and a member of the commission, said any number of expressions could be deleted from the picture.

The possibility of it being shown "for adults only" was ruled out because the group has made it a policy not to allow such showings.

Memphis Censors Ban 'Moon' And Cut 'Paradise' Feature

MEMPHIS, Aug. 17.—"The Moon Is Blue" will not show in Memphis and another film, "Return to Paradise," will be minus its dance sequence when it opens Saturday at Loew's State. The Memphis Board of Censors eliminated the film version of "Moon" as "not in the public interest or welfare," according to board chairman Lloyd T. Binford. In slashing the dance sequence from "Return to Paradise," Binford called the dance vulgar and "suggestive."

Mickey Gross Will Manage Rex Allen

HOLLYWOOD, Aug. 17.—Mickey Gross has resigned the Republic studio publicity directorship to devote full time to personal management of Rex Allen, with whom he was associated as tour manager prior to joining Republic in 1949.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT • NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
THE MASTER OF BALLANTRAE
COLOR BY TECHNICOLOR
STARRING ERROL FLYNN
in person
ELLA FITZGERALD
GEORGE SHEARING QUINTETTE
The Amazing MR. BALLANTINE
THE FOUR EVANS
BOBBY SHERWOOD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter. Sept. 21, 1938, at the post office at New York. N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

Grainger

(*Continued from page* 1)

Grainger, and Frank Dervin, the latter's assistant; Walter Branson, assistant to Boasberg, and Nat Levy, Eastern-Southern division manager.

Boasberg announced the silver jubiless drive prize winners, with Sam Gorelick, Chicago manager, taking the national honors.

Boasberg said the closing four-week period of the drive produced the greatest number of bookings for the 16-week campaign. This period honored Grainger.

The booking contest was decided by groups, three in the United States and Canada, the fourth, with winners in the order of their finish: Group I, Chicago; San Francisco, Joe Emerson, manager; Washington, Joe Brecheen, manager. Group II, St. Louis, Ray Nolan, manager; Kansas City, Jimmy Lewis, manager, and Charlotte, Rovy Branon, manager. Group III, Seattle, Ed Lamb, manager; New Orleans, Rogers Lamantia, manager, and Jacksonville, Cam Price, manager. Two winners for Canada, Calgary, Arthur Elliot, manager, and Vancouver, Jimmy Davie, manager.

Burke, Sedin Honored

Two prizes for home office representatives went to Bill Burke and Elmer Sedin. Prizes will be announced later for several sub-contests.

Grainger will be in Denver tomorrow where he will conduct another sales meeting, and then goes to San Francisco to meet with the four RKO Coast offices, Los Angeles, San Francisco, Portland and Seattle. Then he goes to the studio for a 10-day conference with Howard Hughes, board chairman, and C. J. Tevlin, studio production chief.

Tenn. Popcorn Plant Damaged by Fire

NASHVILLE, Aug. 17.—Fire did $75,000 damage to the Nashville plant of Blevins Popcorn Co., largest supplier of theatre popcorn. The fact that the main plant was sealed and filled with gas for fumigation purposes over the weekend prevented complete destruction.

"We'll be back in temporary operation in two weeks," promised J. B. Blevins, president. "Meanwhile, we will make shipments from our other plants at Ridgeway, Ill., and Arcanum, Ohio."

20th Branch Heads Here for Parleys

Six 20th Century-Fox branch heads are here for a week's stay to be familiarized with home office procedure.

The men are Robert L. Conn, Indianapolis; David S. Gold, Des Moines; Dan M. Coursey, Atlanta; T. P. Tidwell, Jacksonville; V. J. Beattie, Toronto, and Henry Harold, assistant to H. G. Ballance, Southern division manager.

To Honor DeMille

Martin Starr, WINS motion picture commentator, will do a delayed salute to Cecil B. DeMille tomorrow evening. The previous testimonial was cancelled because of a programming change.

Allied Units Urge Increases

(*Continued from page* 1)

lously low," Leo F. Wolcott, chairman of the board of Allied Independent Theatre Owners of Iowa, Nebraska, South Dakota and Mid-Central, is raising the price of his juvenile tickets from 10 cents to 25 cents and his adult admissions from 45 cents to 50 cents on or about Sept. 1. Wolcott believes exhibitors have "baby-sat-'em-for-a-dime" long enough and points to Werner Grossman in Nevada, Ia., who raised his children's prices from 10 cents to 20 cents with no complaints. Wolcott quotes Grossman as saying, "I could kick myself; I should have raised them to 25 cents."

Wolcott endorses the Council of Motion Picture Organization of Texas' proposal to raise every admission price in the state by a figure equivalent to the 20 per cent tax.

Independent Theatre Owners of Ohio, also, recommends price increases.

In a current bulletin, the organization points out that "to bolster our argument that we needed this tax to pay our rising costs, it makes good sense now to raise prices by the amount of the tax." The ITOO further recommends the running of a trailer, explaining that because the needed relief was not granted, the exhibitors are forced to raise prices.

"First run theatres in many cities," the bulletin continues, "are going to raise prices. It has been proved that the public will come to see certain pictures they want to see regardless of the price; others they won't go to see even if you gave them away. This does not mean that we advocate allowing the distributors to tell theatres that they must charge cerain prices for certain pictures. We believe that the exhibitor is the one to decide that and that it is good policy for the exhibitor to consistently charge the same price for every attraction. The reaction of the public to constantly shifting prices is not good; if you raise your price and stick to it consistently, your argument is better and your patrons will not resent it so much."

Cleveland Exhibitors Hesitant on Raises

CLEVELAND, Aug. 17. — Exhibitors who were contacted here favor a general admission price boost, but may hesitate to put it in force when there appears to be a back-to-the-theatre trend.

Leo Jones, Upper Sandusky theatre owner, is interested in the Texas plan to boost admissions now so that the scale can be cut when the tax is removed. He is exploring this possibility for his theatres. Nat Welkin, owner of the only theatre in Salem, O., population 12,000, favors the plan, too, but also is afraid of incurring the disfavor of his patrons.

A spokesman for the Associated Circuit said it had no plans to increase prices. Instead, it is going out to get more patrons to pay the established prices, which vary in different situations. The Fairmount, which plays "off-beat" quality product, charges downtown prices without customer complaint.

Meanwhile, two more Cleveland theatres have closed, the Mt. Pleasant, 900 seats, and the New Victory, 750 seats, bringing to 28 the number of closed houses in Greater Cleveland. All but eight of the closed properties have been converted to non-theatrical uses.

In Ashtabula, Shea's State Theatre, which has been playing weekend programs only, has been closed and will be torn down to make way for a parking lot.

Harvey Recommends Closing Of Unprofitable Houses

SAN FRANCISCO, Aug. 17.—"Every theatre in the United States that is losing money should be closed now and kept closed until we get the tax removed," Rotus Harvey, president of Western Theatre Owners, says in his column in the "Exhibitors' Digest."

"Closed theatres will get us the support of every community and 10,000 closed theatres might even convince our President. When a theatre is closed a telegram should be sent to the President.

No Rush to Increase Prices in Chicago

CHICAGO, Aug. 17. — Exhibitors here have not rushed to raise admission prices. The local price scale has been undergoing constant upward adjustment in the past year to the point where admission prices are higher than in almost any other large city in the country outside of New York.

First runs here have been charging a top of $1.25 for the so-called outstanding pictures and dropping back to the usual 98 cents at other times. Outlying theatres have raised prices during the past year, too, with many "A" week, first outlying run, neighborhood theatres charging as much as 98 cents for 3-D films and top pictures.

Balaban and Katz went to a top of 85 cents in its "A" houses weeks ago. Many independent "A" theatres also jumped to 80 or 85 cents top before the tax bill came up for consideration, so are not in a position to impose further increases.

One interesting development here is an increasing trend toward dropping the afternoon price and charging the same price day and night, especially when 3-D films are being shown.

A few scattered exceptions to the general holding of the line here are a recent increase from 60 to 65 cents in the Stanley Warner "B" week, second outlying run, and small increases at scattered independent theatres.

Coast Demonstration Of Nord Three-D

HOLLYWOOD, Aug. 17.—A press demonstration of the Nord 3-D extended area process will be given tomorrow afternoon at Pickfair, with individual showings for major studio executives and independent producers scheduled subsequently.

S.F. Radio-TV Bldg. Started by AB-PT

SAN FRANCISCO, Aug. 17.—American Broadcasting-Paramount Theatres has started construction of a new $1,500,000 television and radio building for stations KGO and KGO-TV here. The five-story structure will house eight studios.

British Films

(*Continued from page* 1)

indiscriminately on TV along with cheap, American-made Westerns, without making any serious attempt to secure full theatre distribution."

Shelton said his Imperial Film Distributors has the backing of three important Wall Street men and a capital of $280,000, with resources of over a half-million dollars on which he can call if necessary. He left here for the Continent with no enlistments of independent producers under his battle standard reported.

U.K. Producers

(*Continued from page* 1)

companies with investments in new systems had not fully developed them and found their worth."

Preliminary work on the research project already had been begun. Questionnaires had been sent to exhibitors covering theatre screen proportions, projection potentials and the like. Returns have been received from approximately 2,500 exhibitors.

'Oklahoma!'

(*Continued from page* 1)

the one hand, and by Joseph M. Schenck, board chairman of Magna Theatre Corp., George Skouras, president, and Michael Todd, director. Verbal approval was given by Rodgers and Hammerstein last June. Arthur Hornblow, Jr., will produce and Fred Zinnemann will direct.

Gunzberg Suggests

(*Continued from page* 1)

Society of Motion Picture and Television Engineers and all film-title companies, Gunzburg emphasized that, if his suggestion were followed, "Projectionists would find their jobs less arduous and producers would be assured their pictures would stand a better chance of being projected correctly."

CinemaScope

(*Continued from page* 1)

in the film industry" and "will restore the business to its place of eminence in the entertainment field."

Al Lichtman, 20th-Fox distribution director, and Earl I. Sponable, research director, also addressed the meeting.

Bob Hope in Denver

HOLLYWOOD, Aug. 17. — Bob Hope today flew to Denver to make personal appearances for the benefit of the Denver Children's Hospital. He will return to work on Paramount's "Casanova's Big Night" Friday.

Selznick Names Publicist

HOLLYWOOD, Aug. 17.—David O. Selznick has engaged the Arthur P. Jacobs public relations organization to handle national representation for "Terminal Station" and other Selznick activities.

Kilbon Joins RCA

Kenyon Kilbon, former staff member of the New York "Herald Tribune," has joined the staff of the RCA department of information here.

A Clear Statement As To The Equipment
AND NEWS OF GREAT IMPO

For the perfect projection of CINEMASCOPE *pictures, exhibitors will require the following equipment:*

THE CINEMASCOPE LENS

Because of the tremendous volume of orders which have been placed with Bausch & Lomb and leading lens manufacturers of Europe for the CinemaScope anamorphic lenses, making mass production possible, the manufacturers have been able to effect large savings in the cost of the lenses and, effective immediately, this saving is being passed on to the exhibitor. **The new prices are $1900 per pair for the large lenses (for use with long focal length lenses), and $1800 per pair for the smaller lenses (for use with short focal length lenses), retroactive to all orders already received.** The original price was $2875 per pair, regardless of size. By acquiring the CinemaScope lenses, you will be able to show any picture photographed in the anamorphic process and in the same aspect ratio.

THE CINEMASCOPE SCREENS

In order to clear up any confusion which may exist, we would like to spell out the facts about the screen required for the projection of CinemaScope pictures. CinemaScope is a quality product and it can be given full justice only through the highest quality equipment. The right screen is just as important to the proper exhibition of CinemaScope as the right lenses and the single-film magnetic stereophonic sound system.

We have found, by scientific test, that only the screens offered with the CinemaScope process, distributed by the dealer of your choice, can capture and reflect the true and full glory of the CinemaScope process.

This is true of the Miracle Mirror Screen, which is already in substantial supply and whose volume is being increased daily. The only other screen CinemaScope Products has contracted for is the Magniglow Astrolite Screen. The Radiant Manufacturing Corporation, of Chicago, is now completing plans for full-scale production of the Magniglow Astrolite Screen so that we will be able to meet the great demand for these superior screens. To date, these two screens are the only ones our engineers have found which will ensure the perfection necessary for the complete enjoyment of CinemaScope pictures.

These screens give 2-for-1 light without need for boosting amperage, an important economic factor.

They provide maximum utilization of the light reaching the screen from the projector.

They are precisely designed to reflect and distribute the light evenly over the large surface required for CinemaScope projection, thus making every seat a good seat because the picture is uniformly bright from any seat in the theatre, and the light does not fall off on either side of the screen.

They are the best by test all-purpose screens, and you can use them not only for CinemaScope but for standard 2-D, 3-D, and any other wide-screen projection systems.

Required For CINEMASCOPE Pictures
RTANCE TO EVERY EXHIBITOR

THE CINEMASCOPE MAGNETIC SOUND SYSTEM

Every 20th Century-Fox CinemaScope picture will be produced for exhibition in the revolutionary new single-film stereophonic sound system. The new CinemaScope magnetic sound head will be in full production in September and ready for continuous delivery by all the leading sound manufacturers.

The sound heads for the CinemaScope process go by various names: some manufacturers call them the Button-On sound heads, some call them "The Penthouse"... but all of them give you four tracks, one of which is an overall track for auditorium effects, on a single strip of standard 35-millimeter film. They eliminate the "double system" of using motion picture and sound separately, do away with any separate sound reproducers, eliminate extra work and enforced intermissions, prevent errors in matching film and sound, and avoid the risk of going "out of sync."

Once the new sound head has been installed, your projector can be used just as you have always used it in the past, including standard 2-D films. When you order your sound heads you will receive from the equipment dealer of your choice a complete kit for the minor changes needed in sprockets, aperture plates and other minor parts required for conversion of your present standard projector.

Our first CinemaScope picture, "The Robe" in Color by Technicolor, will open at the Roxy Theatre, New York, on September 16th. During October, we expect to launch "The Robe" in most of the principal cities of the United States and Canada, and in all the capital cities of the world before the end of this year. This will be followed by "How To Marry A Millionaire," "Beneath The 12-Mile Reef," "Prince Valiant," "Hell And High Water," and "River Of No Return." There will also be many other wonderful CinemaScope pictures coming your way. M-G-M already has two big CinemaScope pictures in production — the first of which, "Knights of the Round Table," will be released in November, soon to be followed by "Rose Marie" and many others being readied for production. From Walt Disney there will be "Lady and the Tramp," "20,000 Leagues Under the Sea," and an unlimited number of short subjects; from United Artists, Errol Flynn in "The Story of William Tell" and W. R. Frank's "Sitting Bull"; from Allied Artists, "The Black Prince." Columbia will produce a number of top quality productions in CinemaScope.

If you intend to show these great attractions, please contact *the equipment dealer of your choice* immediately for the equipment herein described, if you have not already done so.

AL LICHTMAN, 20th Century-Fox

ROCK HUDSON · PIPER LAURIE

His blade of gold...
a legend in battle
Her kiss of surrender
...the prize of victory!

Even more
TERRIFIC...
in each
others arms!

THE GOLDEN BLADE

COLOR BY
Technicolor

Universal International

with **GENE EVANS · KATHLEEN HUGHES · GEORGE MACREADY**

DIRECTED BY NATHAN JURAN · STORY AND SCREENPLAY BY JOHN RICH · PRODUCED BY RICHARD WILSON · CO-PRODUCER LEONARD GOLDSTEIN · A UNIVERSAL-INTERNATIONAL PICTURE

U-I makes the Money Makers!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 35 NEW YORK, U. S. A., WEDNESDAY, AUGUST 19, 1953 TEN CENTS

Allied Seeks Squawks for Justice Dep't

But Maintains Silence On Arbitration Revival

WASHINGTON, Aug. 18.—Allied States will continue to solicit trade practice complaints to be presented to the anti-trust division of the Department of Justice, Abram F. Myers, chairman and general counsel of Allied, reveals in a bulletin released today in which he comments at length on the recent report of the Senate Small Business Committee.

The Allied procedure will be renewed with increased vigor, the Myers' bulletin makes it plain, in consequence of the committee's criticism of the anti-trust division and its admonition to give more careful consideration to exhibitor complaints.

However, there is nothing in Myers' bulletin to indicate that Allied will take early action on the committee's admonition to exhibitors to initiate a move for resumption of conferences on the drafting of an industry arbitration plan.

Myers' brief comments on the arbi-

(*Continued on page* 6)

Goldman Is Named UA District Head

Harry Goldman, United Artists Chicago branch manager, has been promoted to Central district manager effective Monday, it was announced here yesterday by B. G. Kranze, general sales manager. Goldman will replace Moe Dudelson, who has resigned. Sid Rose, Chicago sales manager, has been promoted to branch manager there, succeeding Goldman.

A veteran of 28 years in the industry, Goldman was formerly affiliated with Warner Brothers and Eagle

(*Continued on page* 6)

RKO Cashiers Get Wage Hike in NY

New wage scales giving immediate increases of from three to five dollars per week, and providing for further increases after Sept. 1 of next year, have been negotiated for cashiers of RKO Theatres in Metropolitan New York by IATSE Theatre Employes Local B-52.

Under terms of a two-year agreement, the rate for beginners is boosted

(*Continued on page* 6)

20th-Fox Reports Every House in 23 Areas Is Booked for Lichtman Drive

Reports from chairmen and captains of branch "Al Lichtman Testimonial" committees show that every motion picture theatre in 23 territories has been booked to show a 20th Century-Fox feature, short subject or cartoon every day from Aug. 30 through Oct. 3, according to the company's division managers. These 23 territories represent a total of 9,176 theatres, including 8,436 in 20 territories in the United States and 740 in three Canadian areas.

The division managers revealed that branch bookings reported set, as of the close of business last Saturday, represented a participation in the first week, starting Sunday, Aug. 30, by 13,717 theatres, 11,813 in the 32 territories in the U.S. and 1,904 in the six Canadian areas.

Thus, even before the testimonial officially opens a new record for the number of theatres simultaneously showing a single company's product for a consecutive period of 35 days has been set, said 20th.

Reports from the 15 other branches, the division managers stated, "leave no doubt that a new mark for five-weeks' bookings on the company's features also will materialize."

First Employe Training Film Started by TOA

Production of the first of a series of training films for theatre employes, sponsored by the Theatre Owners of America, has started and the film will be given a preview at the annual TOA convention and trade show in Chicago, Nov. 1-5, TOA president Alfred Starr revealed yesterday. The first picture, titled "Courtesy Is Contagious," will run approximately 12 minutes and cover the importance of courtesy to patrons by cashiers, doormen, ushers and other employes.

Filmack Trailer Co. of Chicago, through Irving Mack, president, has underwritten the production as an industry service and will distribute both 35mm. and 16mm. prints to theatres. It is being produced by Video Pictures, Inc., of New York. Theatre managers of small and large theatres are serving as technical advisors. Martin Henry, vice-president of Video, is producing and directing.

The project came up at the TOA

(*Continued on page* 6)

S-W Quarter Shows Loss

The first quarterly report of the Stanley Warner Corp. disclosed here yesterday a loss of $360,663, which includes a loss of $258,850 from the sale of capital assets.

The report, which covered the quarter ended May 30, revealed that the operating results for the period were adversely affected by charging to expenses of the quarter non-recurring items relating to the organization of the company and expenses incurred in adapting theatre equipment to show the new three dimensional pictures.

Gross income for the quarter

(*Continued on page* 6)

$534,000 Record for 'Blondes' at Roxy

The first five weeks of the extended-run engagement of 20th Century-Fox's "Gentlemen Prefer Blondes" at the Roxy Theatre here has achieved a seven and one-half year record gross of $534,000, it was reported by David T. Katz, executive director of the house.

This new mark is surpassed only by "The Razor's Edge" in 1946 when admission prices were higher.

Screens Must Meet Strict Standards For 20th's 'Robe'

Although 20th Century-Fox has specified that the Miracle Mirror and Magniglow Astrolite screens are best suited for the showing of CinemaScope pictures, the company will not restrict the type of screen used for showing its product provided the screen is approved by company engineers, a spokesman said here yesterday. It was pointed out that before booking "The Robe" to a theatre with a wide-screen other than the two specified, engineers will ascertain that the screen properly reflects and distributes the light evenly over the large

(*Continued on page* 6)

Para. Free to Use Any Ratio, Balaban Says

Subject Matter to Rule Aspect Ratio Employed

Paramount Pictures will change the aspect ratio of its product as necessary, Barney Balaban, president, said here yesterday, indicating that Paramount will not be bound by the 1.66-to-1 aspect ratio.

Balaban's sentiments were sounded out following high level conferences here among Balaban, Y. Frank Freeman, vice-president in charge of the studio, and Loren L. Ryder, research director.

The Paramount president said that all current production is being shot in the 1.66-to-1 ratio. He added, however, that depending on the subject matter, that ratio will be changed as necessary. Balaban denied a report that Paramount is switching to a 2-to-1 aspect ratio, pointing out that "White Chrismas," the Bing Crosby starrer, will be shot in the 1.66-to-1 ratio.

Freeman and Ryder reported "progress" in production, it was stated. Balaban declined to state what phase

(*Continued on page* 6)

$1 to $1.50 Charge For Fall Games Seen

Theatres booking the telecast of the Notre Dame home games are expected to charge from $1 to $1.50 per seat, according to a spokesman for Box Office Television, the programming agency packaging the event.

Meanwhile, BOT announced the appointment of J. Walter Kennedy as publicity director. Kennedy, a former publicity director of Notre Dame, more recently has headed his own public relations firm.

It was also learned that BOT has submitted its program requirements

(*Continued on page* 6)

Three TOA Units Set Annual Conclaves

Three Theatre Owners of America field units will hold regional conventions after the national organization holds its annual convention in Chicago, Nov. 1-5.

Motion Picture Exhibitors of Florida will hold its annual conclave at the Roosevelt Hotel in Jacksonville on Nov. 15-17. Theatre Owners of

(*Continued on page* 6)

Personal Mention

SID KRAMER, RKO Radio short subjects manager, is in New Orleans from New York.

●

OTTO HARBACH, director and past president of ASCAP, was honored last night by the society on his 80th birthday with a dinner at the Waldorf-Astoria Hotel here.

●

EDDIE JAUCH, 20th Century-Fox booker in Buffalo, is back at work following recovery from an automobile accident.

●

DON HASSLER, Astor Pictures booker and office manager in Atlanta, has left there for a vacation at Daytona Beach.

●

GEORGE H. MACKENNA will be financial manager for the Buffalo mayoralty campaign of Elmer F. Lux, head of Elmart Theatres.

●

RAY EDWARDS, special sales representative for Realart Pictures in Atlanta, has returned there following hospitalization.

●

ARTHUR FREED, M-G-M producer, and VINCENTE MINELLI, director, will arrive in New York from Hollywood on Monday.

●

J. V. FREW, Universal Pictures district manager in Atlanta, has returned there from Florida.

●

W. GORDON BRADLEY, Paramount Pictures Atlanta branch manager, has arrived in New York.

●

EDWARD L. KINGSLEY, of Himalaya Pictures Corp., has returned here from London.

Nord's 3-D System Shown in Hollywood

HOLLYWOOD, Aug. 18.—The Nord 3-D single-strip, extended-area process was demonstrated for the press today at the Pickfair Theatre and will be shown to studios and independent producers in rotation beginning tomorrow.

The film used for projection on the prepared screen giving a picture thirteen feet high by 23 feet wide consisted of sequences from "I, the Jury," optically printed from original twin negatives on to a single Nord strip, and two specimens of demonstration footage made with a Nord camera. The latter was superior to the former, but Nord executives pointed out they are not pushing their camera at this time and are interested primarily in making single-strip 3-D practicable with existing two-strip pictures.

Answering a question, a Nord spokesman said equipment for the average-sized theatre using a picture similar to the Pickfair's might approximate $1,500, this figure covering special lenses, two Nord beam-splitting devices, one for each projector, and a suitable screen or screen surfacing.

Edward Madden to Join Video Firm

Edward D. Madden, television and advertising agency executive, has been elected vice-president of Motion Pictures for Television, Inc., it was announced by Matthew Fox, chairman of the board.

Edward Madden

Madden, until recently vice-president in charge of television operations and sales for National Broadcasting and previously an officer of the McCann-Erickson advertising agency, will join the company on Sept. 1. He will be in charge of new programming in addition to heading a newly-created division for the production and distribution of major "name" films especially for television.

Davis to Coast for Selznick Confabs

Frank I. Davis, Jr., president of the Selznick Releasing Organization, Inc., will leave here today for Hollywood to confer with David O. Selznick on upcoming plans for the October release of "Terminal Station," starring Jennifer Jones and Montgomery Clift.

Davis will also coordinate plans for the forthcoming reissue of some top Selznick properties. The reissues, it was stated, will be edited for large-screen use, with the probable addition of stereophonic sound. Negotiations with major national distributors regarding plans for the re-release of "Duel in the Sun" are under way, it was added. "Spellbound" is another film being prepared for reissue.

Selznick Makes Deal For "Bell, Book"

Basic terms for the acquisition of film rights to "Bell, Book and Candle" have been agreed upon, according to David O. Selznick, producer.

Selznick said that Jennifer Jones probably will co-star in the film and that it will be made in London or Rome in 1954. Selznick added that the picture will not be produced by him personally but will be one of a group of co-productions he is setting up abroad.

'Caddy' Premiere Adds $10,000 to Fund

COLUMBUS, O., Aug. 18.—A check for $10,000 was presented to Kenneth Hoag, chairman of the National Caddy Tournament, here last night by Dean Martin and Jerry Lewis at the world premiere of the comedians' Paramount picture, "The Caddy," at Loew's Ohio Theatre. The money will be used to augment the College Scholarship Fund of the National Caddies Association, which began its own golf tournament here today.

Chicago Korea Aid Seen Over $50,000

CHICAGO, Aug. 18.—Donations by patrons of Balaban & Katz and Great States Theatres in the collection campaign for Korean Aid will top $50,000, it has been disclosed by James Shields, office manager of B & K.

$150,000 Goes to Jimmy Fund Drive

BOSTON, Aug. 18.—The Variety Club of New England, the Boston Red Sox and the motion picture industry staged a welcome home dinner for Ted Williams last evening which enriched the Jimmy Fund for Cancer Research by nearly $150,000.

More than 750 persons of the 1,000 who paid $100 each, saw Edward (Teddy) Kennedy, youngest member of the former ambassador Joseph P. Kennedy family present a check for $50,000 to the fund from the Joseph P. Kennedy, Jr., Foundation.

Among those present were Neil Agnew and Bruce Newbury of Republic, with Rex Allen, Hugh Owen, Paramount; Anne Robinson, Paramount, and Elaine Stewart, M-G-M.

Leonard Goldenson, president of AB-PT, said, "We are proud of the great job the distributors and exhibitors have done along with baseball in New England. This record should serve as an outstanding example of how two great industries can unite and cooperate in one charitable cause." Other speakers were Martin Mullin, Jim Britt, Ford Frick, Lou Boudreau, Dr. Farber, Walter Brown, chief barker of the Variety Club, New England, Mayor Hynes and Williams. Ed Sullivan was toastmaster.

Grainger to Hold Denver Meet Today

DENVER, Aug. 18.—J. R. Grainger, president of RKO Radio Pictures, tomorrow will hold a conference with exhibitors following a sales session in Chicago. With branch managers Marvin Goldfarb of Denver and Giff Davison of Salt Lake City, present, the following exhibitors are expected to attend: F. H. Ricketson, Jr., president, and Robert W. Selig, of the Inter-Mountain Theatre Corp.; Charles R. Gilmour, president of Gibraltar Enterprises; Larry Starsmore, president of Westland Theatres; Charles U. Yaeger, president of Atlas Theatres, and Harry Huffman of Station KLZ.

See 'Queen' Take of $100,000 in Boston

BOSTON, Aug. 18.—"A Queen Is Crowned," Universal - International's Coronation film now in its 11th week at the Exeter Street Theatre here, is expected to complete a 12-week run with a gross of approximately $100,000, according to estimates of Viola Berlin, managing director of the 1,300-seat house. A top admission price of $1.00 is being charged for the film.

N.O. Unaffected By Failure to Enact Tax Repeal Bill

NEW ORLEANS, Aug. 18.—Despite threats of theatre closings and increased admission prices in scattered parts of the country as a result of President Eisenhower's veto of the Mason Bill, which would have eliminated the 20 per cent admission tax, the New Orleans area remains unaffected to date. Thus far there have been no indications of price increases nor possible closings here.

However, three theatres were offered for sale in the classified ad section of the "Times Picayune." They were "blind" ads, thus concealing their identifications.

Wisconsin Circuit Urges Letters to President

MILWAUKEE, Aug. 18.—As a result of the Presidential veto of the admission tax repeal bill, the Delft and Michigan Theatres circuit has sent the following printed note to all other circuits and independent theatre owners in this area:

"We too, are sorry it is necessary to place the burden of the admission tax upon the customer. Theatres throughout the country were promised relief of this tax as soon as World War II was over, but when cease-fire was ordered, they extended the tax six months more. The plight of the theatre men became so serious that even though all other tax reduction measures were voted down, the House of Representatives and Senate passed overwhelmingly the Mason Bill to give the theatres the relief they needed.

Promises Price Reduction

"The President of the United States ignored all the work and investigation of his Congress and vetoed that bill. We, therefore, suggest if you object to the tax, we would welcome your writing to the President and tell him of your objections. It is impossible for Delft theatres to maintain the high standard of entertainment and theatres they make available to you, and at the same time, absorb the tax. Our prices again will be reduced when our government sees fit to eliminate a tax so drastic that it impairs our operation and success."

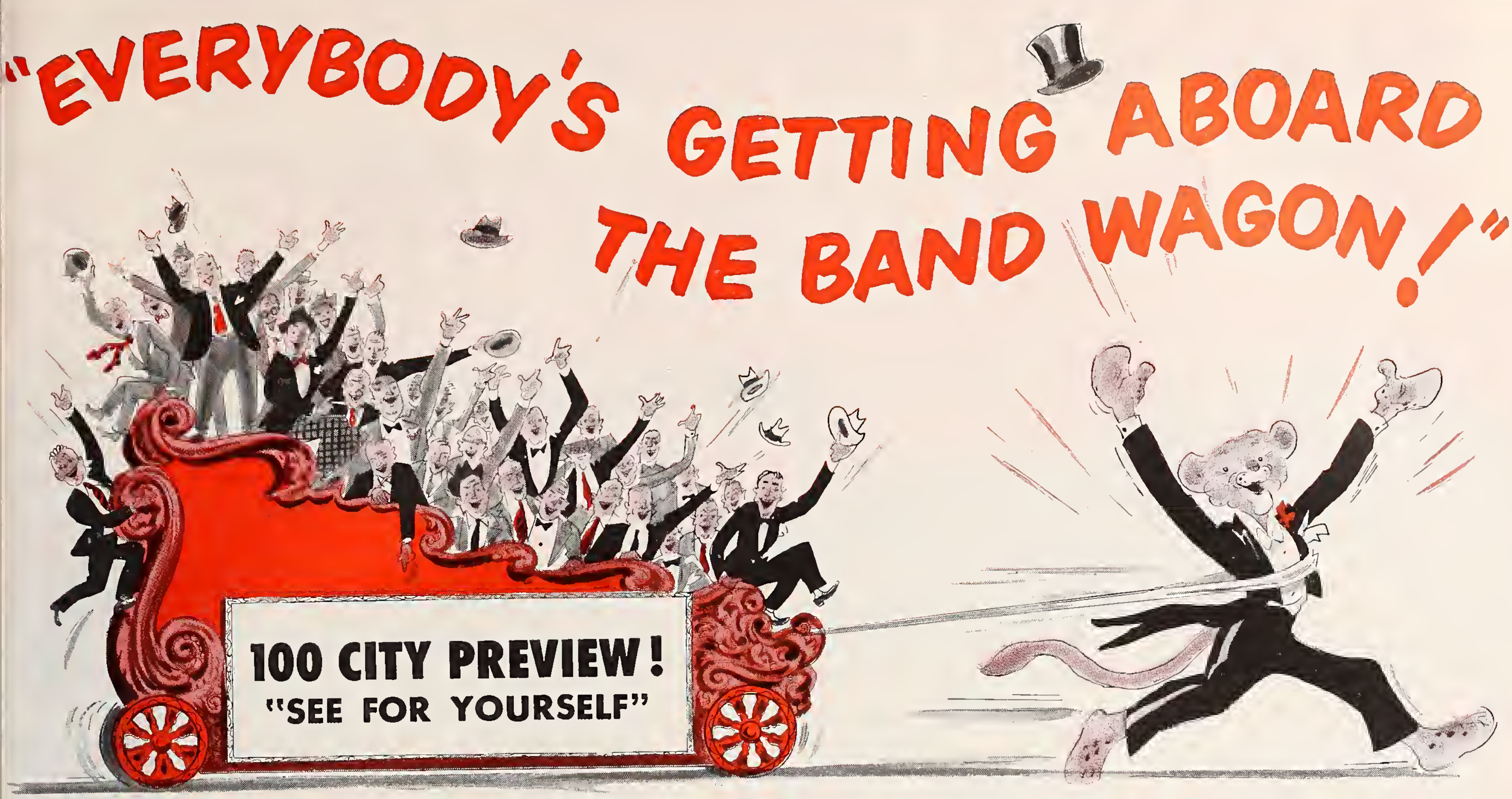
'Caesar' Run to Beat Stage-Show Record

"Julius Caesar" tomorrow will mark its 166th performance at the Booth Theatre here, setting an all-time record for continuous performances of the Shakespearean play. The present record on stage is 165 performances, set at Her Majesty's Theatre in London in 1898.

$16,000 for 'Cruel Sea'

"The Cruel Sea," J. Arthur Rank Organization production, is said to have set a new all-time opening week house record of more than $16,000 at the Fine Arts Theatre in New York where it is currently in its American premiere engagement. Universal is distributing.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


"EVERYBODY'S GETTING ABOARD THE BAND WAGON!"
100 CITY PREVIEW!
"SEE FOR YOURSELF"

"SEE FOR YOURSELF!"

Below are the FIRST TWO of M-G-M's nationwide Trade Shows. Details next week. Watch for others. Enter the "Lucky Seven" Showmanship Contests. Ask for the Contest Booklet. Never before has any company ever had for consecutive release such a group of giant entertainments. **AND THEY'RE ALL IN COLOR:**

Mighty African Adventure!

"MOGAMBO" (Tech.)

Clark Gable, Ava Gardner

In most Exchange Centers Trade Show:

SEPT. 14th

Territorial Screenings to follow immediately thereafter

•

Action Tops!

"FORT BRAVO" (Ansco)

William Holden, Eleanor Parker, John Forsythe

•

Broadway Musical Smash!

"KISS ME KATE" (Ansco)

Kathryn Grayson, Howard Keel

•

Spectacle! Drama! Romance!

"ALL THE BROTHERS WERE VALIANT" (Tech.)

Robert Taylor, Stewart Granger, Ann Blyth

High, Wide, Handsome!

"TAKE THE HIGH GROUND!" (Ansco)

Richard Widmark, Karl Malden, Elaine Stewart

In most Exchange Centers Trade Show:

SEPT. 15th

Territorial Screenings to follow immediately thereafter

•

Big Holiday Musical!

"EASY TO LOVE" (Tech.)

Esther Williams, Van Johnson, Tony Martin

•

Dramatic Sensation!

"TORCH SONG" (Tech.)

Joan Crawford, Michael Wilding

•

Comedy of the Year!

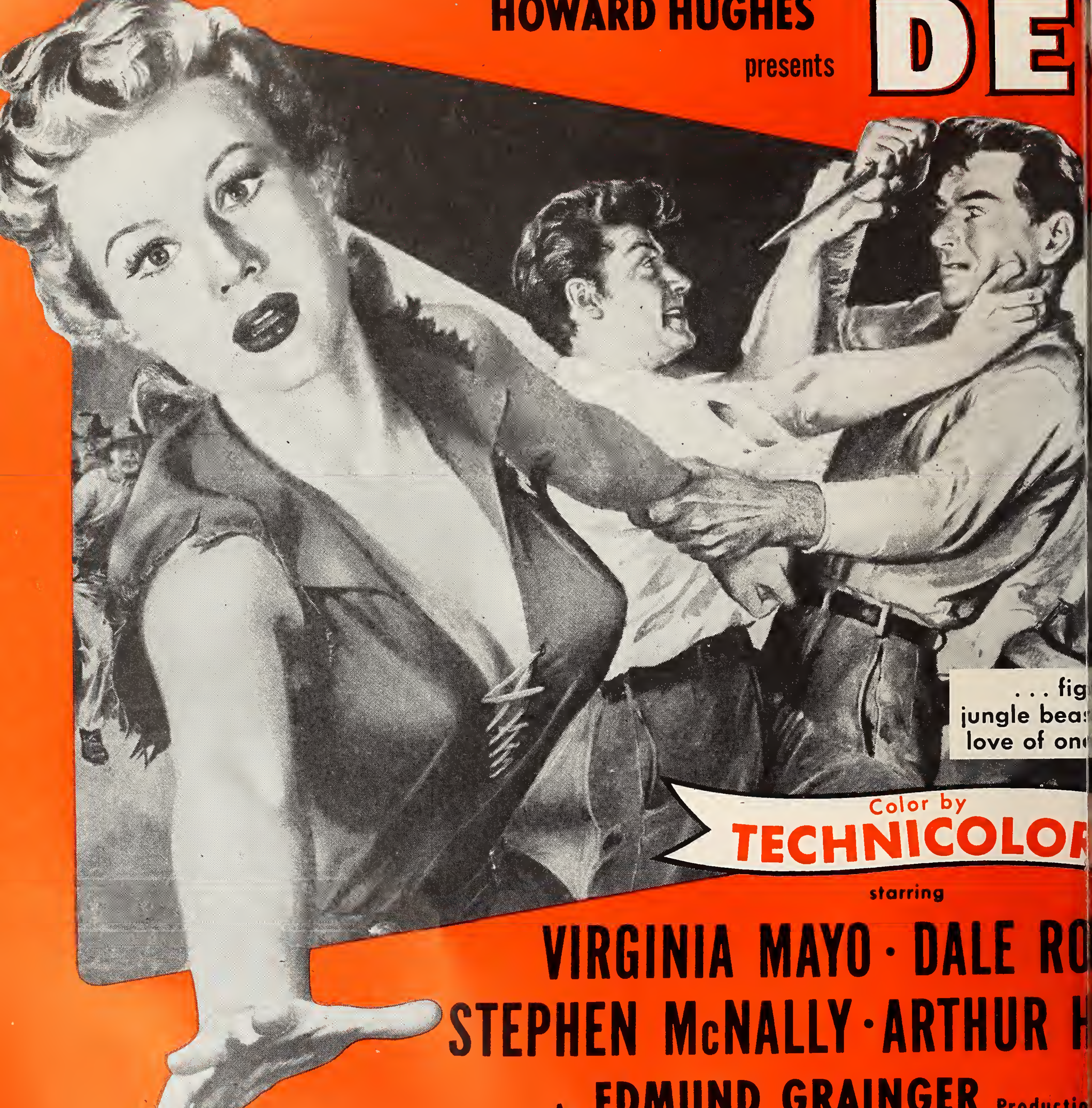
"THE LONG, LONG TRAILER" (Ansco)

Lucille Ball, Desi Arnaz

ANOTHER 3-D C
A BIG NAME C

HOWARD HUGHES
presents

DE



. . . fig
jungle bea
love of one

Color by
TECHNICOLOR

starring

VIRGINIA MAYO · DALE RO
STEPHEN McNALLY · ARTHUR H

An **EDMUND GRAINGER** Productio

Photographed in NATURAL VISION 3-D · Screenplay by FREDERICK HAZLITT BRENNAN · Directed by ALFRED WERKER · Produced by EDMUND GRAING

HAMPION WITH
ST FROM RKO!

VIL'S CANYON

...WITH A GREAT CAST OF PLAYERS, AND IN COLOR BY TECHNICOLOR, THIS SENSATIONAL RKO 3-D FILM IS BEING BOOKED BY BIG KEY THEATRES ALL OVER THE NATION. BACKED BY THE HIGHEST EXHIBITOR PRAISE, 'DEVIL'S CANYON' IS CERTAIN TO ESTABLISH THE SAME SPECTACULAR GROSSES AS 'SECOND CHANCE', THAT NO. 1 BOX OFFICE ATTRACTION.

ig ke
ea ne
on n!

Here are just a few of the situations where 'DEVIL'S CANYON' will open soon:

CITY	THEATRE	CITY	THEATRE	CITY	THEATRE
NEW YORK	Criterion	DUBUQUE	Orpheum	SAN ANTONIO	Majestic
SAN FRANCISCO	Golden Gate	NEW ORLEANS	Orpheum	FT. WORTH	Majestic
LOS ANGELES	Pantages & Hillstreet	WASHINGTON	Keith	AMARILLO, Tex.	State
ST. PAUL	Orpheum	BUFFALO	Century	FRESNO, Cal.	Warner
CLEVELAND	Palace	CHAMPAIGN, Ill.	Orpheum	DENVER	Orpheum
PHILADELPHIA	Stanley	GRAND RAPIDS	Keith	DES MOINES	Orpheum
AUSTIN, Tex.	State	BIRMINGHAM	Melba	ROCHESTER	Palace
PITTSBURGH	Stanley	COLUMBUS	Palace	WATERLOO	Orpheum
OMAHA	Brandeis	PROVIDENCE	Albee	ATLANTA	Paramount
DALLAS	Majestic	JACKSONVILLE	St. Johns	DAYTON	Keith
CINCINNATI	Albee	KANSAS CITY	Missouri	OKLAHOMA CITY	Center
MILWAUKEE	Warner	MINNEAPOLIS	Orpheum	MONTREAL	Prince
INDIANAPOLIS	Indiana	SYRACUSE	Keith	BOSTON	Keith
CEDAR RAPIDS	Iowa	EL PASO	Plaza	LOWELL, Mass.	Keith

TSON
NICUTT

KO

Downbeat Tax Talk Hurt Industry, Myers Says

WASHINGTON, Aug. 18.—The downbeat talk attendant upon impressing Congress with the industry's need for Federal admission tax relief has had "a demoralizing effect upon the industry itself," Abram Myers, Allied States board chairman and general counsel, asserts in a bulletin released today in which he comments on the tax repeal campaign.

However, he says, "for the next five months it will not be treasonable to express confidence in motion pictures . . . confidence in their worth as the finest entertainment available, confidence in their future."

Sees Press as Unfriendly

Myers attributes President Eisenhower's disapproval of the Mason Bill largely to an unfriendly press and asserts that the COMPO tax committee "did not sell their case to the press, the public, or the Administration." He asserts that to obtain total elimination of the tax in the next Congress "will take a heap of doing," pointing out that not only majority support therefor will have to be obtained but pledges to support a motion to override a veto on a roll call will have to be obtained from two-thirds of the members of both Houses.

Myers says the tax campaign will be discussed again at Allied's board meeting in Boston, Oct. 3 and 4, "when Allied's membership in COMPO will be up for renewal."

Goldman Named

(*Continued from page 1*)

Lion, joining United Artists in 1951. Rose has been with U.A. since 1942.

Goldman will be in charge of U.A. offices in Cleveland, Cincinnati, Detroit and Indianapolis, headquartering in Chicago and working under the supervision of Milton Cohen, Eastern division manager. Goldman will also continue in charge of the Chicago office, which is administered by Jim Velde, Western division manager, and the home office.

Reorganization Effective Monday

In an organizational revision also to take place Monday, the Buffalo branch, managed by Stanley Kositski and presently attached to the Central district, will be under the jurisdiction of Eastern district manager John Turner. Under the new set-up, Pittsburgh, Washington, Philadelphia, New Haven, Boston and Buffalo will comprise the Eastern District.

3 TOA Units

(*Continued from page 1*)

North and South Carolina has scheduled its convention for Nov. 22-24 at the Hotel Charlotte in Charlotte. Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois will meet Dec. 14-15 at the Sheraton Hotel in St. Louis.

3-D
ELECTRIC INTERLOCKS—$295.00
5,500′ MAGAZINES (Set)—$295.00
AFFILIATED ENTERPRISES CO.
85 Van Braam St., Pittsburgh 19, Penna.
ATlantic 1-1760
Selsyn Motors Available

Allied Seeks Complaints

(*Continued from page 1*)

tration phase of the committee's report are limited to a suggestion of the difficulties of arbitrating such problems as pre-releases and to making the point that while the committee held film prices to be not arbitrable, it did so without asking for testimony "as to the practicability of film rental arbitration."

He asserts that the committee's report "will be considered in detail at Allied's next board meeting," Oct. 3 and 4 in Boston, thus apparently confirming that Allied contemplates making no move on arbitration before then.

The Myers' bulletin considers implications of price fixing and unreasonable clearances under the heading of pre-releases, and also comments on the Senate committee's report on competitive bidding, in addition to arbitration and the criticism leveled at the anti-trust division.

Of pre-releases, which Myers says was accorded the largest amount of time during the committee hearings, his bulletin concludes: ". . . the committee plainly implied that pre-releases are undesirable and should be restricted, if not banned."

Under the sub-heading, "price fixing," Myers says: "The evidence of decree violation and law violation is in the record of the hearings and hence available to the Department of Justice. . . . It is time someone in the Department of Justice or on the U.S. District Court began talking to the defendants like a Dutch uncle."

Myers holds that the committee's report leaves the subject of unreasonable clearances, under pre-releases, in an "unsettled state without definite findings," but that one passage of the report "describes with clarity a physical restraint of trade."

Under competitive bidding, Myers says: "The committee recommends that the anti-trust division investigate the system in Los Angeles and I am sure it meant to include any other area where the distributors have imposed arbitrary zoning systems contrary to the wishes of the exhibitors. . . . The deciding factor in the committee's view seems to be whether or not the bidding is compulsory and that is getting around toward Allied's position that bidding is proper only when invoked by an independent exhibitor in order to secure pictures on a run heretofore monopolized by an affiliated theatre."

After dwelling at length on what he terms "Anti-Trust Division Flayed," Myers' concluding chapter is headed: "Allied Will Follow Up."

"Allied," he says, "will from time to time recall to the (anti-trust) division's attention complaints lodged with it in the past concerning which no action was taken. Regional leaders and members having complaints involving possible violations of the decrees are requested to forward them to this office for appraisal and processing.

"Areas pestered by arbitrary zoning and compulsory competitive bidding also should describe the situation fully in writing and forward the story here for consideration."

S-W Quarter

(*Continued from page 1*)

amounted to $12,489,316, comprising theatre admissions and miscellaneous theatre income of $11,550,099; rents from tenants, $780,113; interest and discount earned, $46,604, and dividends from affiliated companies, $112,500. Expenses were $12,591,129, resulting in an operating loss of $101,813.

Pursuant to the plan of reorganization, Warner Brothers Pictures, Inc. transferred to Stanley Warner Corp. as of the close of business on Feb. 28, 1953 the theatre assets of Warner located in the United States. This report, therefore, is the first quarterly report of Stanley Warner Corp.

The report stated that it is difficult to furnish comparable data for the quarter which ended May 31, 1952 because the theatres now operated by Stanley Warner constituted a part of the operations of Warner Brothers Pictures. The gross income of the theatres operated in the U. S. by subsidiaries of Warner Pictures for the quarter ended May 31, 1952 was approximately $12,300,000.

Box-office receipts for comparable theatres for the current quarter to date are higher than those for the same period one year ago, it was added.

Financial benefits from the agreements concluded on Aug. 13, 1953 relating to the acquisition of licenses to produce, distribute and exhibit motion pictures utilizing the Cinerama process will be reflected in future earnings of Stanley Warner, it was stated.

RKO Cashiers

(*Continued from page 1*)

from $31 per week to $34 and rises to $36 at the end of six months and to $38 at the end of a year. Cashiers now in their second year with the company go immediately from $34 to $38 and will receive $40 after Sept. 1, 1954. Three-year employes go from $37 to $40 and then to $42. Four-year employes go from $39 to $42 and then to $44.

The new scales were negotiated by a committee headed by Margaret Brown, business agent of the local, assisted by IATSE international representative Joseph D. Basson. RKO was represented at the bargaining sessions by Leslie E. Thompson and Mary Tuttle, personnel manager.

Training Film

(*Continued from page 1*)

convention last year, having been proposed by Walter Reade, Jr., president of Walter Reade Theatres. He was designated by Starr to develop the program. He supervised the script by H. A. Woodmansee of Video. This is believed to be the first time that theatre owners will use their own screens for the training of their staffs, utilizing a film made specifically for that purpose.

Several equipment firms are lending equipment without charge for the shooting, including ticket registers and stub boxes from General Register Co.; seats from Century Seating Co., and uniforms from Brooks Uniform Co.

20th-Fox and NBC In 'Robe' Tieup For Radio, TV

Television, radio and motion pictures will be combined in a promotional tie-up to launch 20th Century-Fox's "The Robe" in a deal completed between National Broadcasting Co. and the distributing company. The plan, reaching into the fields of publicity, advertising and exploitation, and running from Aug. 31 through Oct. 10, will utilize the three media to draw attention to the world premiere engagement of the picture starting at the Roxy Theatre here on Sept. 16.

Will Use Times Square Sign

The campaign gets under way with TV station WNBT's electric sign at 42nd and Seventh Ave. displaying a message on "The Robe" in letters 12 feet high, flashing every six minutes from 7:00 P.M. to 1:00 A.M. The first of a series of TV programs starts Sept. 8 when Ben Grauer will conduct a 15-minute show on WNBT devoted exclusively to "The Robe." On Sept. 12, the same station will telecast a half-hour program built around the mechanics of the CinemaScope process. Both shows will be kinescoped for out-of-town programming.

The Camel News show will carry a portion of "The Robe" opening, while other plans call for the premiere of the score of the picture to be played by the NBC Symphony Orchestra. A number of other shows also will carry promotions.

Strict Standards

(*Continued from page 1*)

surface required for CinemaScope projection. It was indicated that a theatre whose screen does not meet the requirements might not be able to license the picture.

The spokesman said that 20th-Fox does not want to "fall into the same trap" that some companies did in releasing their 3-D pictures. Reaction was bad because of inadequate screens, which resulted in unsatisfactory response by audiences. In making exacting demands for CinemaScope, the company wants to be sure that the screen can capture and reflect the true potentialities of the CinemaScope process, it was said.

Balaban Says

(*Continued from page 1*)

of production the description of progress pertained to, explaining that Freeman will issue a statement on the Coast shortly. Freeman and Ryder left here for the Coast yesterday. Balaban, asked whether Paramount is negotiating with Vistarama, said that such negotiations are handled on the Coast and that a statement would have to come from there.

Notre Dame Games

(*Continued from page 1*)

this fall to the American Telephone and Telegraph Co. in its bid to be granted long line facilities as a regular user rather than on an occasional use basis. Following study by ATT, an allocations committee meeting is slated for early September when conflicting requests from BOT and the major TV networks will be ironed out, it was stated.

National Pre-Selling

"MOGAMBO'S" advertising campaign has been set by M-G-M. A total of 55,000,000 copies of consumer publications will carry ads on "Mogambo."

"American Weekly" will have two facing half pages in color in its motion picture edition. "Pictorial Review" will carry a color page subject to play dates. "This Week" will have a color page on Oct. 4.

The remainder of the list is made up of magazines which regularly carry "Picture-of-the-Month" ads on their table of contents pages. Full page ads will appear in fan magazines.

•

Walt Disney's "Mickey Mouse" celebrates his 25th birthday in September. To commemorate the occasion, Elinor Hillyer has written a story for the September issue of "Woman's Home Companion," entitled "Let Your Child Give a Party for Mickey Mouse." Full color photographs illustrate the story which takes up a two-page spread. Invitations, costumes and games for the Mickey Mouse Party are described by the author. The story is highlighted with a full color photograph of a youngster in costume blowing out candles on a Mickey Mouse birthday cake.

RKO Radio is observing Mickey's birthday by re-releasing five of the best Mickey Mouse cartoons.

•

"Roman Holiday" is nominated for the annual "Redbook" Silver Cup award in the September issue.

Florence Somers says "It offers its audience a triple value for their admission entrance fee—an entertaining story of sight-seeing in Rome and the American debut of an exciting new film star, Audrey Hepburn.

•

"Main Street to Broadway" is the recipient of a full-page review in the August issue of "Seventeen." Tallulah Bankhead, Rodgers and Hammerstein, Rex Harrison and Lilli Palmer and many more stars of Broadway and Hollywood play themselves in "Main Street."

Tom Morton, who plays the part of an author, is given the assignment to write a "homey" play for Tallulah. A job which would have taxed the talents of Will Shakespeare.

•

"The Robe" will be represented on the front cover of "Pictorial Review's" Aug. 30 issue with a full color caricature by Kapralik. Victor Mature, Jean Simmons, Richard Burton and Jay Robinson are portrayed by the famous caricaturist in scenes from "The Robe."

"Fair Wind to Java's" New York opening will be aided by a full-page color ad in "Pictorial Review's" Aug. 23 issue.

•

"Torch Song's" star, Joan Crawford, and her stand-in were interviewed by Hy Gardner for the Aug. 23 issue of "Parade."

•

"Band Wagon's" stars, Fred Astaire and Cyd Charisse, are shown in beautifully colored photographs in "American Weekly's" Aug. 16 issue.

The dance team is pictured in the Murder Mystery Ballet. This inaugurates a new department for the magazine, entitled "Movie Highspot."

WALTER HAAS

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

Lenses Exchange Set Up by Iowa Allied

ELDORIA, Ia., Aug. 18.—Because of the limited supply of shorter focal length lenses for wide-screen projection, Allied Independent Theatre Owners of Iowa, Nebraska, South Dakota and Mid-Central is setting up an exchange service for its members.

Secretary Charles Jones is compiling the data and is seeking information regarding the size and make of each member's present lenses and any pair of old projection lenses on hand; also the length of throw in each member theatre and the focal length of lenses needed for the member's wide-screen.

The association is acting on the premise that by exchanging lenses among members, there will be no delay in initiating wide-screen exhibition when needed.

Vice-presidency for Duryea of Pathe

Election of Albert A. Duryea as vice-president in charge of East Coast operations of Pathe Laboratories, Inc., was announced here yesterday by James L. Wolcott, executive vice-president of Pathe. The appointment was voted by directors of Pathe, a subsidiary of Chesapeake Industries.

Duryea has been director of engineering and research for Pathe, which processes film for both film and television industries in Hollywood and in New York. In his newly-created position, Duryea will supervise Pathe's New York operations, with special emphasis on the company's conversion to Pathecolor here.

Md. Censor Board Reversed Twice

BALTIMORE, Aug. 18.—The state board of censors was overruled here today by the city court in two film censorship cases which came before the court on appeal from board decisions.

The films involved were "Love Moods," featuring Lili St. Cyr, and "Street Corner," which contains birth scenes. In each case, City Judge Herman Moser ruled that censorship was "arbitrary and capricious."

Sidney Traub, chairman of the censor board, has not indicated whether he will take further action.

Money Transfer Men May Strike in Chi.

CHICAGO, Aug. 18.—Members of Local 725, who pick up and deliver many theatres' deposits to the banks, voted overwhelmingly last night in favor of a strike if their demands for a pay increase, a pension system, and other benefiits are not met. The strike measure, which was passed by a vote of 380 to 40, does not fix a specific date for commencement of a walkout if negotiations fall through.

Eastman Kodak Net Increased 24%

ROCHESTER, N. Y., Aug. 18.—A good first half year was reported today by Eastman Kodak. Sales of the company and its consolidated subsidiaries in the U. S. for 24 weeks ended June 14 were $286,382,170, about 15 per cent more than the $249,924,131 for the same period last year. Net earnings of $22,531,833 increased 24 per cent from $18,178,388 for the first half of last year. Earnings before taxes were $70,338,544, up 31.8 per cent from $53,358,483 last year.

"Professional motion picture film sales were mixed, though their total dollar sales showed a good increase. Kodak's new 35mm. color negative and color print film sales were up substantially, reflecting continued interest in color," said the company.

Appeal Kansas Ban On 'Moon Is Blue'

KANSAS CITY, Aug. 18.—Holmby Productions, Inc. and United Artists, distributors of "The Moon Is Blue" have filed a petition in the Wyandotte County (Kansas) district court looking toward the showing of the picture in Kansas. The Kansas State Board of Review disapproved the picture.

The petitioners claim that the letter of rejection sent by the board does not set up statutory reasons for rejection, that the picture does not contravene reasons for rejection set up in the statute and that the statute itself is unconstitutional in its relation to the Kansas and the Federal Constitution.

The Kansas statute provides for such recourse from the action of the board of review, but it has rarely been used. The picture was rejected by the board of appeals of Kansas City, after an appeal from the decision of the motion picture reviewer that several deletions should be made.

'U's' New Dallas Exchange Now Open

DALLAS, Aug. 18.—Universal's new ultra-modern building today was functioning as an exchange following yesterday's large reception attended by Milton R. Rackmil, Universal president, Alfred E. Daff, vice-president, Charles Feldman, domestic sales manager, and Frank J. A. McCarthy, division manager.

Nearly one thousand persons, mostly exhibitors, were on hand for the occasion marking the opening of the new building. Hosts for the reception were I. Martin, district manager, and Bob Wilkinson, exchange manager.

Sells One, Reopens 2nd

CHICAGO, Aug. 18.—Frank Stewart's 300-car Family Drive-in at Clinton, Ill., will be taken over by the McCollum circuit on Aug. 23 and renamed the Clinton Outdoor Theatre.

Stewart is reopening the Rivoli, Danville, which has been closed since July 5, on Aug. 20.

Reopen Minnesota House

MINNEAPOLIS, Aug. 18.—Rubenstein & Kaplan's Arion Theatre here has reopened following extensive remodeling. A policy of double features and free juvenile matinees has been set.

Altec Concludes Its Divisional Confab In New York

Another in the series of Altec divisional meetings under way throughout the country has been brought to a close by C. L. Perkins, Northeastern division manager of the company.

The meeting, held in New York, and presided over by Perkins, was attended by Fred Hall and R. W. Kautzky, Northeastern branch managers, and members of the field personnel, including S. M. Trent, F. A. Brown, G. W. Evans and Ralph Siegel.

Matters under discussion embraced the question of allocations covering a backlog of orders for installation of stereophonic sound systems in Metropolitan area theatres. In this connection, Perkins pointed out that recent additions to Altec's Northeastern division field staff has brought about acceleration of the present installation pace.

Pfeiff Bound for Europe

Meanwhile, E. O. Wilschke, Altec operating manager, reports the completion of arrangements with 20th Century-Fox whereby Altec has assigned Fred Pfeiff, headquarters supervisory technician, to supervise upcoming CinemaScope demonstrations abroad.

Pfeiff is bound for Stockholm. Following supervision of the CinemaScope demonstration in Sweden, Pfeiff will proceed to Italy, where he will perform the same function during the unveiling of CinemaScope at the annual International Film Festival in Venice.

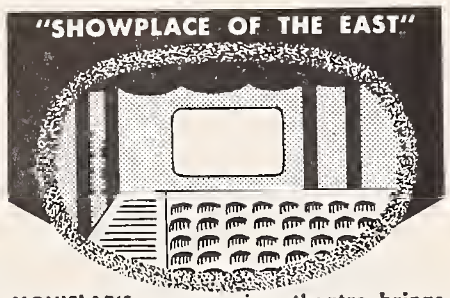
Stereophonic sound clinics originated by Altec several months ago in conjunction with U.S. CinemaScope installations will be a feature of Pfeiff's work in Europe.

See No Easing of Spanish Situation

The stalemate on the Spanish situation continued following yesterday's meeting of the foreign managers of the Motion Picture Export Association.

The meeting discussed the latest offer of the Spanish government which would grant six import licenses to each of the seven companies having offices in Spain. Sentiment was expressed that the offer was too vague, neglecting to spell out the number of pictures which would be allowed to be imported and the duration of the licenses. The stalemate, as indicated by yesterday's MPEA meet, continues the refusal of American companies to ship films to Spain.

"SHOWPLACE OF THE EAST"



MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
- Three dimensional projection
- ★ Three channel interlock projection
- 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

"Put your backs in it, men – there's a COMPANION-approved movie in town!"

Hardy little bands of Americans are forever sailing off to the nearest COMPANION-approved movie. As practically any successful movie maker will be quick to tell you, COMPANION-approval means *box office.*

It's all because more than four-and-a-half *million* women count on the COMPANION for authoritative movie news and guidance each month. These lovely ladies form the most intensely *loyal* movie audience in the Colonies today.

Which is precisely why Hollywood has invested more money in the COMPANION during the last seven years than in any other monthly magazine.*

**Except, of course, the fan magazines.*

Currently advertised
in the COMPANION

The Band Wagon	**MGM**
Latin Lovers	**MGM**

Woman's Home COMPANION

CIRCULATION 4,545,007—NET PAID ABC

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N. Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 36 NEW YORK, U. S. A., THURSDAY, AUGUST 20, 1953 TEN CENTS

No Early Talks Are Seen for Arbitration

Subject May Rest Until After Fall Conventions

Unless the Theatre Owners of America initiates the move for the resumption of talks regarding an arbitration system prior to its annual convention in November, the chances for reopening negotiations on the issue before the year-end appear to be slim. Allied has indicated that it will take no action on arbitration until its board of directors meets in October in conjunction with the association's convention in Boston.

Alfred Starr, TOA president, hinted two weeks ago that he would make an announcement as to his organization's policy on arbitration in the near future. It is reported that he currently is canvassing his board members for their attitude and the results of the poll may be forthcoming within the next week. When Starr was in New York recently he said he would have something to say in regard to arbitration on his next visit here from his Nashville home.

The distributors take the position

(*Continued on page* 7)

CinemaScope Show in Germany Tuesday

The first German demonstration of CinemaScope has been set by 20th Century-Fox for Tuesday, at the Metro An Schwan Theatre, Frankfurt.

It is expected that Spyros P. Skouras, president of the company, will fly from London to Frankfurt to be host at the press and industry showing. Skouras is currently abroad expediting production of CinemaScope equipment to facilitate European openings of "The Robe" before the end of the year.

Several thousand theatremen in Germany are expected to attend the

(*Continued on page* 7)

Parking Space Edict Approved in Chicago

CHICAGO, Aug. 19.—The Chicago City Council has approved an ordinance requiring the owners of all new buildings to provide off-the-street parking facilities. Under the new ordinance future construction of theatres would have to include provision for

(*Continued on page* 7)

Many Adverse State Bills Aimed at Theatres Died

Taxes and fees against motion picture theatres were raised as issues in a number of state legislatures this year, with the overall outcome favorable to the industry but of comparatively minor general significance as far as affirmative action was concerned.

Analysis of reports from state capitals throughout the country reveals that probably the most important development in the state law-mills from the industry viewpoint was the Pennsylvania legislature's rejection of a proposed 10 per cent tax on admissions.

The Pennsylvania tax proposal, which would have raised an estimated $10,000,000 a year in additional annual revenue, was one of a number of revenue-raising ideas dropped when the lawmakers decided to enact a new one per cent retail sales tax.

Pennsylvania lawmakers did enact a bill increasing state license fees, including those for projectionists. Under the new law, the license fees for motion picture projectionists were raised from $2 to $3 for initial application to take examination and from $5 to $7.50 after passing it.

A bill reducing license taxes on film theatres was enacted in Montana. A 1947 law required Montana theatres

(*Continued on page* 7)

Patrons Pay for Programs, Giving Theatre A Profit

CHICAGO, Aug. 19.—One of the most unique plans to defray the cost of mailing program announcements to patrons has been inaugurated by Fred Cory, manager of the H. & E. Balaban Surf Theatre here, with patrons who wish to remain on the theatre mailing list being charged 50 cents per year for the privilege.

It all started when Cory, faced with rising costs of printing, addressing and mailing to the more than 10,000 names on his list, and looking for a better way than selling merchant advertising in his flyers, picked up the monthly program of a local FM station, which the station mails to paid

(*Continued on page* 7)

Admission Prices Up In Memphis Houses

MEMPHIS, Aug. 19.—In line with the trend to raise admission prices as a result of the failure of the Mason tax repeal bill to get President Eisenhower's signature, price scales have been increased here.

Loew's Palace and State theatres, M. A. Lightman's Malco, the Warner

(*Continued on page* 6)

RKO Product for Children's Shows

Every RKO Radio exchange has been notified to cooperate in supplying suitable films for children as part of the industry's participation to provide programs for Parent-Teacher's and other welfare groups.

"We believe the Children's Film Library, set up by the Motion Picture

(*Continued on page* 6)

Cincinnati Business Pickup Makes Owners Wary of Admission Increase

CINCINNATI, Aug. 19.—A survey of local and territorial situations shows that, with the possible exception of a few isolated smaller houses in the area, where an admission change is largely a matter of preliminary conversation, no general increase in admission scales is contemplated by reason of the government's failure to repeal the 20 per cent admission tax.

A cautious attitude prevails among exhibitors in the area on the matter of price increases either at present or in the immediate future, the concensus of exhibitor opinion being that, because of a recent pickup in theatre business here, which they feel presages a vastly improved fall and winter season, any change in the current price structure would set up definite patron resistance and nullify the results which exhibitors have striven to accomplish from a business standpoint.

"Let well enough alone is the best policy," said one exhibitor spokesman, who added, this reflects the thinking of exhibitors here generally.

Reade Strikes Blow Against Box-office TV

Hits FCC Bid Made by Four UHF Broadcasters

A blow against the recent appeal by broadcasters to the Federal Communications Commission in favor of subscription television was struck here yesterday by Walter Reade, Jr., president of the Reade theatre circuit.

Reade spoke also as president of the Atlantic Video Corp., which will operate an ultra-high frequency TV station in Eatontown, N. J. Reade, commenting on the recent move of the four ultra-high frequency broadcasters in support of pay-as-you-see television, referred to his experience as a circuit executive.

Said Reade: "If the UHF operators had fought competitively, as the Reade interests have, for the patronage of the public over the past several decades, they would realize that by giving the public the entertainment and service the public wishes, a loyal and effective audience can be built and maintained on the basis of commun-

(*Continued on page* 6)

Rocky Mt. Owners Honor Boasberg

DENVER, Aug. 19.—Charles Boasberg, general sales manager of RKO Radio, was honored here today at a luncheon given by leading exhibitors of the Rocky Mountain area at the Brown Palace Hotel. Boasberg, making his first visit to Denver since becoming sales manager, was introduced by J. R. Grainger, president of RKO.

Walter Branson, assistant general sales manager, was also introduced.

Among the exhibitors attending the luncheon were: F. H. Ricketson, Jr., president of Inter-Mountain Theatres;

(*Continued on page* 6)

Mirisch and Clark To Talk Production

HOLLYWOOD, Aug. 19.—Harold Mirisch, vice-president of Allied Artists, will sail Aug. 28 for London conferences with Robert Clark, managing director in charge of production for Associated British Pictures Corp., concerning future joint production plans for the two organizations.

Personal Mention

NEIL AGNEW, special assistant to Herbert J. Yates, president of Republic Pictures, and C. Bruce Newbery, director of sales, left New York yesterday by plane for Hollywood.

●

Spyros S. Skouras, president of Skouras Theatres Corp., is the father of a son, Spyros S. Skouras, III, born Saturday to Mrs. Skouras at Lawrence Hospital in Bronxville.

●

Walter Titus, vice-president of Republic Pictures, was in Charlotte from New York.

●

Jack Berkson of Screencraft Pictures will leave here today for Saratoga Springs.

●

Everett Olsen, Paramount Pictures advertising representative, has left Charlotte for Atlanta and Miami.

●

Norma Rose, secretary in the Warners Cleveland exchange, has been promoted to booker.

●

Max Mink, manager of the RKO Palace in Cleveland, has left there for the Pocono Mountains.

●

Will Dow, of Loew's foreign department, is in New Haven from New York.

●

Francis (Pete) Lyon, director, will arrive here today from the Coast.

●

Frank Ross, producer, will arrive here from Hollywood on Sept. 9.

●

Nanette Fabray will arrive in New York from the Coast on Sunday.

●

Elaine Stewart has left here for Boston.

Bishop McConnell Dead

CHICAGO, Aug. 19.—Rev. Francis J. McConnell, 82, died yesterday at Portsmouth, Ohio. A retired methodist bishop, writer, and educator and former president of De Pauw University at Greencastle, Ind., he was the father of Thomas C. McConnell, attorney for the Jackson Park Theatre, Chicago; Town Theatre, Milwaukee, and many other clients in the motion picture industry.

Midwest Confab Set

KANSAS CITY, Aug. 19. — The board of directors of the Kansas Missouri Theatre Association meeting today discussed plans and ideas for the annual convention and set the date as Oct. 6 and 7 at the Hotel President. There was general agreement that one day would not suffice so a two-day convention was scheduled.

'This Island' to Newman

HOLLYWOOD, Aug. 19.—Rights to "This Island Earth," science-fiction novel by Raymond F. Jones, have been purchased by Joe Newman, director, who will produce and direct the film version this fall.

Warner Editing 9, Setting '53 High

HOLLYWOOD, Aug. 19.—Activity in Warner Brothers' film editing department hit a new 1953 high yesterday with nine features in various stages of editing. The films are:

"Calamity Jane," starring Doris Day and Howard Keel; "So Big," starring Jane Wyman, Sterling Hayden and Nancy Olson; "Three Sailors and a Girl," Jane Powell and Gordon MacRae; "Riding Shotgun," Randolph Scott; "Blowing Wild," a United States Pictures production, starring Gary Cooper, Barbara Stanwyck, Ruth Roman and Anthony Quinn; "The Boy from Oklahoma," Will Rogers, Jr., and Nancy Olson; "The Bounty Hunter," Randolph Scott; "Hondo," a Wayne-Fellows production, starring John Wayne and Geraldine Page, and "The Eddie Cantor Story," starring Keefe Brasselle and Marilyn Erskine.

Kaye in O'Connor Role in 'Christmas'

Bing Crosby and Danny Kaye will co-star in Irving Berlin's "White Christmas," Paramount announced. Kaye will take over the role originally announced for Donald O'Connor, who has been forced by illness to withdraw from the musical. The change in casting necessitates Berlin writing additional numbers for both Crosby and Kaye. Kaye, who is now completing "Knock on Wood" at Paramount, is cancelling a personal appearance tour which was planned for the fall.

Rosemary Clooney and Vera-Ellen will remain as the feminine stars of the musical, which Michael Curtiz will direct and Robert Emmet Dolan will produce.

Katzman Has 5 More For Columbia in '53

HOLLYWOOD, Aug. 19.—Five films for Columbia Pictures, four with color in Technicolor, will complete Sam Katzman's 1953 schedule at the studio. "The Battle of Rogue River" went before the cameras this week. The other four films, together with their starting dates are: "The Kiss and the Sword," Sept. 15; "Pirates of Tripoli," Nov. 10; "The Miami Story," Dec. 1, and "Jungle Man Eaters," Dec. 15. The latter will be in black and white.

In British-Pathe Ad Post

LONDON, Aug. 19.—Reginald J. Jackson, for the past six years advertising manager for Associated British-Pathe, has been named director of advertising, publicity and exploitation for the company by W. A. Fielder, general manager.

At the same time Fielder disclosed the resignation of Euan W. Lloyd as publicity manager.

Joins Eastman Board

James C. White, president of Tennessee Eastman and Texas Eastman, has been elected a director of Eastman Kodak Co.

'Eternity' Continues At Terrific Pace

A record $339,000 was chalked up by "From Here to Eternity" at the Capitol during its initial two weeks at the Broadway showcase, it was disclosed here yesterday.

The Capitol claimed the figure was the highest gross ever attained for the first two weeks of a picture in any theatre without a stage show policy, a provision which would exclude such houses as Radio City Music Hall, the Roxy, Paramount, and other key houses.

Downing Hosts Party For Miss Hepburn

Russell Downing, president of Radio City Music Hall, was host yesterday at a cocktail party in the theatre's studio apartment in honor of Audrey Hepburn. The party followed a screening of Paramount's "Roman Holiday" in which Miss Hepburn is a co-star.

Among those present were Adolph Zukor, Barney Balaban, Ted O'Shea, A. W. Schwalberg, Hugh Owen, Sid Blumenstock, Jerry Pickman, Russell Holman, Herb Steinberg and Hiller Innes.

Record Campaign for Paramount 'Holiday'

William Wyler's "Roman Holiday," starring Gregory Peck and introducing Audrey Hepburn, is being launched by Paramount throughout the U. S. and Canada with "the most intensive point-of-sale campaign ever developed," the company reports. As part of the campaign, the picture has been previewed for the public, for critics, editors, educators and theatre owners in key U. S. and Canadian situations.

Conne-Stephens and Prockter in TV Pact

HOLLYWOOD, Aug. 19.—Physical production of all Prockter Television Enterprises properties in Hollywood will be handled by Conne-Stephens, Inc., in accordance with an agreement signed by officials of P.T.E. and William Stephens, executive vice-president of Conne-Stephens, who stated that his company will handle only production, while P.T.E. will prepare its own scripts and engage its own directors.

AA to Have 5 Films In Work in Sept.

HOLLYWOOD, Aug. 19.—Allied Artists will have five pictures before the cameras during September, according to Walter Mirisch, executive producer. The films, together with the starting dates, are: "The Golden Idol," Sept. 8; "Arrow in the Dust," Sept. 17; "Yukon Vengeance," Sept. 21, and "Riot in Cell Block 11" and "House in the Sea," both having started this week.

International Note For Premiere of 'Beggar's Opera'

High British diplomats and officials of the United Nations have been invited to attend the premiere of "The Beggar's Opera," which will be held Monday at the Baronet Theatre here. Warner Brothers has planned what it terms a "Tea and Crumpets Premiere Party" for the English-made picture which stars Sir Laurence Olivier in his first singing role.

Among those invited to attend are Sir Gladwyn Jebb, British Ambassador and head of the United Kingdom's U. N. delegation; Dag Hammarsckold, U. N. Secretary General; Henry Cabot Lodge, U. S. permanent representative to the U. N.; Joseph A. Tambone, of the Protocol Office of the U. S. Mission to the U. N., and General and Mrs. Douglas MacArthur.

Lease B'lyn Strand For Spanish Shows

A long-term lease on the 3,000-seat Fabian Enterprises' Strand Theatre in Brooklyn has been taken by Goldman & Sanders, operators of a circuit of Spanish-language theatres in the Metropolitan area. A policy of first-run Spanish pictures will be established, reputedly making the house the largest in the country devoted exclusively to that type of product. Berk and Krumgold were the brokers in the deal.

I.F.E. to Disclose Plans at Luncheon

I.F.E. will be host to representative exhibitors and the trade press at a luncheon at Leone's Restaurant here next Tuesday, at which a report will be made on the company's activities during the past six months and its plans for the future will be described, according to Jonas Rosenfield, I.F.E. vice-president in charge of advertising-publicity.

H. Neal East Is Promoted by Para.

SAN FRANCISCO, Aug. 19.—H. Neal East, branch manager here for Paramount, has been named assistant Western division manager of the company. He will have headquarters in Los Angeles. Jack Stevenson, San Francisco territory sales manager, will replace East as branch manager. No successor to Stevenson has been named as yet.

Joseph Gamble Buys KXOB in Stockton

HOLLYWOOD, Aug. 19.—Joseph Gamble, of Palm Springs, has purchased KXOB, radio station in Stockton, and will move there to manage the Mutual network affiliate. KXOB has an application on file with the Federal Communications Commission for a television station, also in Stockton.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ON
AUGUST 24TH
AT THE
BARONET THEATRE
IN NEW YORK

Warner Bros. have the honor
to offer

LAURENCE
OLIVIER

in his astonishing new portrayal...
as the amorous highwayman
Captain Macheath who broke
so many hearts and so many laws
and sang about it in

"THE BEGGAR'S OPERA"

COLOR BY
TECHNICOLOR

*"Ah woman....
I love the sex!"*

BY JOHN GAY ADAPTED BY CHRISTOPHER FRY
PRODUCED BY HERBERT WILCOX AND LAURENCE OLIVIER
DIRECTED BY PETER BROOK DISTRIBUTED BY WARNER BROS.

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS

The CHEERS HAVE STARTED *for*

"Tremendous draw of Curtis and strong exploitation possibilities makes this a money-maker!"

SHOWMEN'S TRADE REVIEW

"The dollar returns should be most satisfactory!" BOX OFFICE

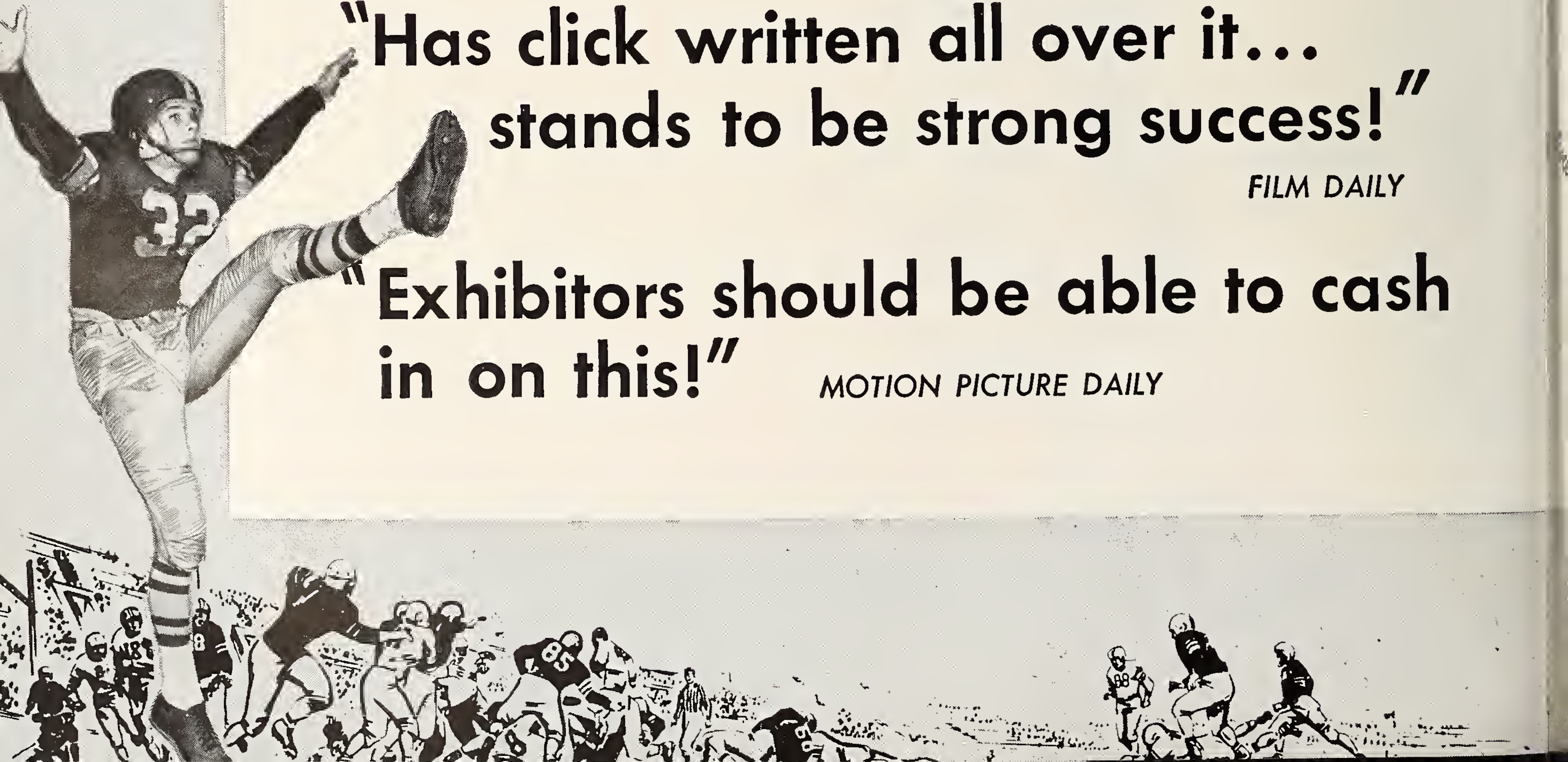
"Top B.O. should be a box-office magnet!" HOLLYWOOD REPORTER

"At 'sneak preview' packed house voiced approval with roars and screams of delight!" MOTION PICTURE HERALD

"Has click written all over it... stands to be strong success!"

FILM DAILY

"Exhibitors should be able to cash in on this!" MOTION PICTURE DAILY



TONY CURTIS *as*

"THE ALL AMERICAN"

CO-STARRING **LORI NELSON**

**PRE-
RELEASE
LAST
WEEK
IN
SEPTEMBER**

Universal International

and Introducing

MAMIE VAN DOREN

with **GREGG PALMER · RICHARD LONG · PAUL CAVANAGH · HERMAN HICKMAN**

DIRECTED BY JESSE HIBBS · SCREENPLAY BY D. D. BEAUCHAMP · PRODUCED BY AARON ROSENBERG · A UNIVERSAL-INTERNATIONAL PICTURE

U-I still leading the Profit Parade!

Reade Hits

(Continued from page 1)

ity service and entertainment." He called subscription TV "an untried and improbable box-office TV gimmick."

Reade said the UHF operators showed "little faith" in their franchise by making the appeal to the FCC, claiming that because their areas are surrounded by network VHF stations, they need subscription TV as an economic "prop." WRTV, the New Jersey Reade station now under construction, is in an area covered by seven New York VHF stations and will be independent of network affiliation, it was pointed out.

The four broadcasters who asked the FCC for a ruling in favor of subscription TV were: Home News Publishing Co., grantee of UHF channel 47, New Brunswick, N. J.; Pennsylvania Broadcasting Co., WIP-Gimbles; Stamford-Norwalk Television Corp., and the Connecticut Radio Foundation, Inc., of New Haven.

Pending for the past year before the FCC is the petition of the Zenith Radio Corp. seeking approval of its Phonevision system. The bid of the four grantees was the first petition in favor of pay-as-you-see television filed by broadcasters.

Eight Withdrawals at FCC From UHF Television Field

WASHINGTON, Aug. 19. — The financial woes of ultra high frequency television broadcasting today forced another license holder to ask the Federal Communications Commission to cancel his construction permit. Latest to throw in the towel was Howard D. Steere, who told the FCC that the financial problem is too great.

There were also seven withdrawals of UHF license applications today, with two of the applicants unopposed. Two others were set to compete for the same channel, and their withdrawal leaves that channel also without applicants.

WOR-TV Uses Films; Dodgers to ABC

Films and kinescopes were employed here yesterday by WOR-TV in order to stay on the air following a strike of engineers belonging to the AFL International Brotherhood of Electrical Workers. The New York TV station was forced to cancel all of its "live" programs.

A spokesman for the station said that no overtures have been made to resume negotiations since Tuesday's walk-out. He claimed that the strike has had little or no effect on the operations of radio station WOR.

Telecasts of the remaining 17 baseball games of the Brooklyn Dodgers, originally scheduled for WOR-TV, have been transferred by the sponsors to WABC-TV, key station of the American Broadcasting Co. TV network.

3-D
ELECTRIC INTERLOCKS—$295.00
5,500' MAGAZINES (Set)—$295.00
AFFILIATED ENTERPRISES CO.
85 Van Braam St., Pittsburgh 19, Penna.
ATlantic 1-1760
Selsyn Motors Available

Television--Radio

with Pinky Herman

ABC-TV has lined up an ambitious "football schedule" starting late in September. Camera crews will be on hand at the collegiate classics with a Coast-to-Coast telecast of the games scheduled for the following day (Sunday). A quarter hour sportscast will precede the Sunday program during which highlights will be pointed out and those highlights will then be slow-motioned for TViewers. (Our next column will carry the names of the opposing teams in the first of the new series.) . . . Sudden thawt: Did anyone ever refer to Jimmy Durante as "the Wizard of Schnozz?" . . . After several programs on NBC-TV, "Place the Face" makes a CBSwitch and will be carried live, starting Thurs., Aug. 27 (10:30-11:30 P.M.), from Television City in Hollywood. Jack Smith, incidentally, has been doing a fine job as the emcee on the series, sponsored by the Toni Co. . . . Bob Aldrich, director of Dick Powell's "Singer Four-Star Playhouse" series, would rather "bank on a star" than vice versa. He's one of the Aldrich (Chase National Bank) family.

☆ ☆ ☆

Ed Wolf

The Ed Wolf package, "Masquerade Party," which summer-replaced "The Red Buttons CBShow" on June 22, has finally hit its stride and several agencies are dickering for it. We predict that this TVehicle, produced by Herbert Wolf, will be seen on the nets in a regular spot when the new fall line-up of programs are set up. . . . When "Canteen, U.S.A." resumes CBSeptember 1, after its summer hiatus, it will be called the "Jane Froman Show." . . . Fred Allen's new TV series, "Judge for Yourself," which NBTeed off last night, despite the several obvious waiting for cues and sometimes audible instructions of the director, shows promise of becoming a click. Format combines Fred's talents, talented performers, well-known theatrical critics and the currently popular audience-participation (amateur panelists) all in one show. We'd say that Goodson-Todman can chalk up another hit to its credit.

☆ ☆ ☆

"The Paul Winchell Show" will return to NBC-TV Sunday, Aug. 30, in the 7:00 P.M. slot, sponsored by P & G's Cheer and Camay. As a lad of 14, Winchell appeared on Major Bowes' "Amateur Hour" and earned that program's greatest number of phone calls. His star ascended rapidly since. . . . Dean Martin and Jerry Lewis will headline the N. Y. Paramount for 2 weeks starting Aug. 26. . . . Dick Gordon's co-WORker, beautiful songstress Kyle MacDonnell, returns to their 11:30 A.M. series Sunday, Aug. 30, upon completion of her featured stint with the St. Louis Civic Opera Co. . . . J. Arthur Rank Ltd. will handle Canadian distribution for the George F. Foley flicker, "Public Enemy Number One," starring Zsa Zsa Gabor and Frenchman Fernandel, which will be nationally released in the fall. . . . Look for increased telefilm production in the East due to near 100% capacity production at Hollywood film studios. Too, important Broadway names, under commitments here and unable to trek westward, easier to deal with for TV pix series skedded for filming in the East.

☆ ☆ ☆

Back from Honolulu where they broke all theatre engagement box office records on the Islands, Roy Rogers and Dale Evans are in Hollywood to tape and telefilm future NBC radio and TV shows. . . . Add more record-breakers: Howdy Doody's "Clarabell," booked by Abe Feinberg into state fairs, amusement parks and theatres, has proved slightly sensational. During the July 4th week-end more than 30,000 moppets were on hand to greet the clown at Dorney Park in Allentown, Pa. . . . Joan Caulfield, who CBStarts her own TV "My Favorite Husband," CBSeptember 12, stepped from George Abbott's Broadway plays, "Beat the Band" and "Kiss & Tell," to a Paramount contract in 1944. Frank Ross, directing "The Lady Said No," made the leading lady (Joan) say "yes" and they were married soon afterwards. (This romance story is both reel and real.) . . . Mutual's gross radio billings for the first seven months of 1953 total a record $12,833,249, a 10 per cent increase over the same period last year.

Boasberg

(Continued from page 1)

Robert W. Selig, vice-president and general manager of Inter-Mountain; Larry Starsmore, president of Westland Theatres, and Charles Gilmour, president of Gibraltar Enterprises.

RKO was additionally represented by Al Kolitz, Rocky Mountain district manager; Marvin Goldfarb, branch manager in Denver, and Giff Davison, manager in Salt Lake City.

Meanwhile Grainger is due in San Francisco tomorrow on the final leg of a cross-country tour holding sales and exhibitor meetings.

Two-Day Session Slated

Using the St. Francis Hotel as his headquarters, he will hold a two-day session with branch and sales managers of four exchanges. Attending the meetings will be: Herb MacIntyre, Western district manager; Harry Cohn, Los Angeles branch manager; Joe Emerson, San Francisco manager; Ed Lamb, Seattle manager; Dick Lange, Portland manager, and Wendell Bjorkman, San Francisco sales manager.

Upon the completion of the meetings, Grainger will head for the RKO Hollywood studio where he is expected to remain 10 days for conferences with Howard Hughes and C. J. Tevlin, production chief.

RKO Product

(Continued from page 1)

Association of America, is an important public relations activity," RKO Radio general sales manager Charles Boasberg stated. "It is a most effective method of proving to parents concerned with the prevalance of murder and violence on TV programs, that our industry produces fine entertainment suitable for children.

"I have designated the following films for the Children's Film Library: 'Arctic Fury,' 'The Boy with the Green Hair,' 'Dog of Flanders,' 'Mother Carey's Chickens,' 'Savage Splendor' and 'Two Thoroughbreds,'" said Boasberg.

Memphis Houses

(Continued from page 1)

and the Strand have increased matinee prices from 50 cents to 60 cents and evening prices from 65 cents to 74 cents.

Neighborhood and suburban houses are going from 50 cents to 60 cents and raising children's prices from 12 cents to 20 cents.

'Robe' in Memphis

MEMPHIS, Aug. 19. — "The Robe," first CinemaScope production, will open at the Malco Theatre here on Oct. 7, M. A. Lightman, Sr., president of Malco Theatres, Inc., said tonight. This will mark the first public use of Malco's CinemaScope screen.

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

State Bills

(*Continued from page* 1)

to pay a tax of 1¼ per cent of gross ticket sales above $12,000 a year. The new measure raises that exemption to $20,000.

Governor Byrnes vetoed a South Carolina bill which would have repealed close to 90 per cent of the state's business license tax on theatres. Estimating that the bill would have reduced revenue from the tax from $223,000 to $23,000 a year, the governor said he was forced to veto the measure "in the light of budget conditions."

10% Tax in South Dakota

South Dakota's legislature enacted a bill allowing school districts to levy a 10 per cent admission tax to go into a building fund. Only cities, counties or districts maintaining auditorium facilities can levy the tax under the measure, which requires that the money must be used to build or remodel buildings or be invested in interest-bearing bonds.

Tennessee lawmakers repealed a 1949 law authorizing cities and counties to levy a 20 per cent tax on admissions to amusement places. The local taxing power had never produced any revenue because the law stipulated it wouldn't apply so long as the Federal government levied a similar tax of the same amount.

Also enacted in Tennessee was a bill making the state gross receipts tax on theatres and other places of amusement payable monthly in arrears instead of annually in advance. Killed by the Tennessee solons was a measure proposing a tax of five cents per patron on drive-in theatres.

Texas Kills One

Failing of enactment in Texas was a measure proposing to exempt from the state amusement admissions tax all tickets selling for less than 80 cents, instead of 50 cents.

A new Delaware law permits the showing of films from noon until 6 p.m. and from 8 p.m. until midnight on Sundays outside of incorporated towns and cities, as was already permitted within incorporated communities. Drive-in theatres will be the main beneficiaries of the new measure.

South Dakota lawmakers killed a bill to legalize Sunday shows, baseball games, operas, ballets and other forms of amusement where an admission is charged.

Rejected by the Vermont legislature was a bill which would have allowed Sunday shows to start at 2 p.m. Shows already are permitted Sunday evenings in Vermont. The proposed afternoon shows would have been made subject to local referendums by the defeated bill.

Censorship Issue Raised

State censorship of motion pictures was raised as a legislative issue in several states, with entirely negative results.

Delaware's legislature rejected a bill proposing the creation of a three-member state board of censors to pass on the morality and propriety of films.

A bill to abolish the Kansas State censor board was buried in a state legislative committee.

Killed in the Maryland legislature was a controversial bill to tighten the state's censorship law and extend the authority of the three-member state board of censors.

Massachusetts lawmakers killed a bill which would have provided for censorship by the State department of public safety of all foreign films brought into the state.

An unsuccessful attempt was made to repeal Ohio's film censorship law, the constitutionality of which was recently upheld by the state supreme court.

Drive-in Theatres Affected

Bills proposing new or more stringent regulations governing the construction and operation of drive-in theatres were introduced in the legislatures of a number of states, with enactments including a new Tennessee law prohibiting the placing of any obstruction between cars parked in drive-in theatres.

Apparently aimed at preventing drive-in theatres from putting up partitions dividing stalls in which cars are parked during showing of pictures, the measure provides that no such theatre shall maintain screens or other types of obstructions which shall cut off or interfere with view in any direction from any parked car in such theatre or obstruct vision of any occupant of a parked automobile in any direction.

Review

"Mister Scoutmaster"

(*20th Century-Fox*)

SOPHISTICATED Clifton Webb assumes the role of a scoutmaster in this 20th Century-Fox release, with many amusing results. He is aided and abetted by lovable Edmund Gwenn as a local pastor, Francis Dee as his wife, and little George (Foghorn) Winslow, a cub scout with a problem.

The story finds Webb, a TV showman, beset by the squawks of his sponsor who thinks that Webb's show has artistic merit but fails to appeal to children. After all, it is argued, children are needed to be treated with favor if the sponsor's breakfast cereal is to be sold. Webb, in search for material on children, unwillingly becomes the scoutmaster of a local troop. Another motive for his new role is his and his wife's desire to adopt a child.

At first, Webb is floored by the "little monsters," but soon meets up to the challenge. The audience is treated to the experience of having Webb giving a few unruly lads their tenderfoot test, attempting to build a fire by rubbing sticks together, and finally getting lost, with the entire troop on the hunt to rescue the scoutmaster. There are many moments of humor, nicely spaced. The picture should have special appeal to scouts and those interested in scouting, an audience which is quite wide in itself.

Gwenn as the local pastor plays a winning role, while the boy, Winslow, supplies some amusing and heart-tugging scenes.

Others in the cast are Veda Ann Borg, Orley Lindgren, Jimmy Moss, Sammy Ogg, Jimmy Hawkins and Skip Torgerson. Leonard Goldstein produced, while Henry Levin directed, from a screenplay by Leonard Praskins and Barney Slater, based on a book by Rice E. Cochran.

Running time, 87 minutes. General audience classification. For September release.

MURRAY HOROWITZ

Patrons Pay

(*Continued from page* 1)

subscribers only. He then hit on the idea of charging for mailing, but to make it attractive offered two free passes to every person who paid to be put on the list, explaining, "We can't print money, but we *can* print passes."

Cory—who says that a complete mailing, which he sends out roughly 15 times a year, costs about $300,—has been amazed by the results. Over 2,000 patrons have already paid to be put on the list and 100 more are joining every week.

Cory, who has managed the Surf for the past 10 years, says that he not only is paying for the mailing with his new system, but has a cash surplus on hand and should wind up with a profit on the operation at the end of the year.

Lucille Ryman to Small

HOLLYWOOD, Aug. 19.—Lucille Ryman, for the past 12 years head of the talent department at M-G-M's studio, has joined Paul Small Artists as an associate.

Arbitration

(*Continued from page* 1)

that any move for arbitration should be launched by exhibitors. They assert that they will participate when a meeting is called. However, there appears to be a coolness on the part of some film executives toward the revival of arbitration talks. Opinions were expressed to the effect that the whole idea is a "lost cause" because of the inability of the factions within exhibition ranks to agree on arbitrable subjects. On the legal side, company attorneys point to the approximately $200,000,000 in anti-trust suits filed since Jan. 1 as a strong argument in favor of arbitration, believing that many of the complaints could have been arbitrated instead of resorting to litigation.

Johnston "Hopeful"

As it now stands, each branch of the industry is waiting for the other to make the first move. The possibility that the Motion Picture Association of America will act as a go-between in getting distribution and exhibition together on the issue also is remote. MPAA president Eric Johnston said here last week that he was hopeful that a system could be established but that he had not had time to give it his attention.

CinemaScope

(*Continued from page* 1)

showing, latest in the international demonstration series of the new photographic dimension process.

Seven-Page Layout in 'Look' On CinemaScopic 'Robe'

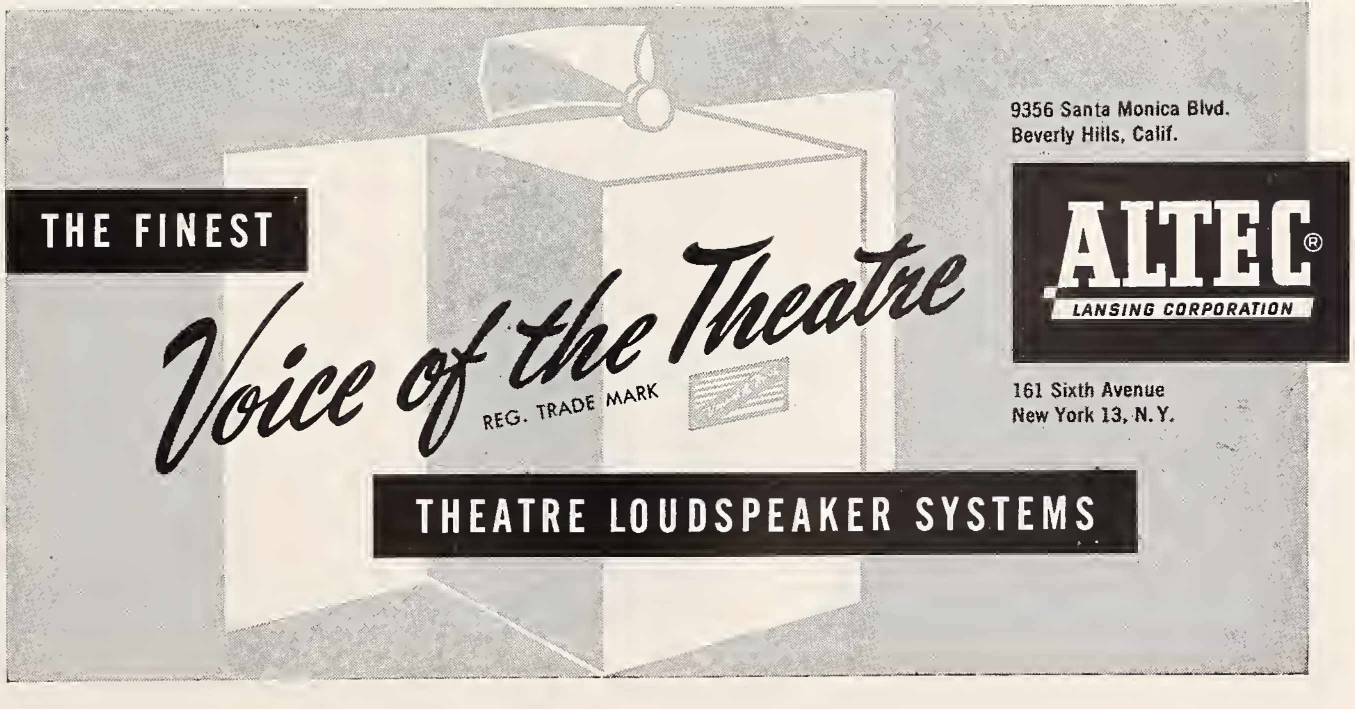
Twentieth Century-Fox's "The Robe" will dominate the Sept. 8 issue of "Look Magazine," on sale Tuesday, with the publication's cover and two separate layouts totalling seven pages devoted to the first CinemaScope production.

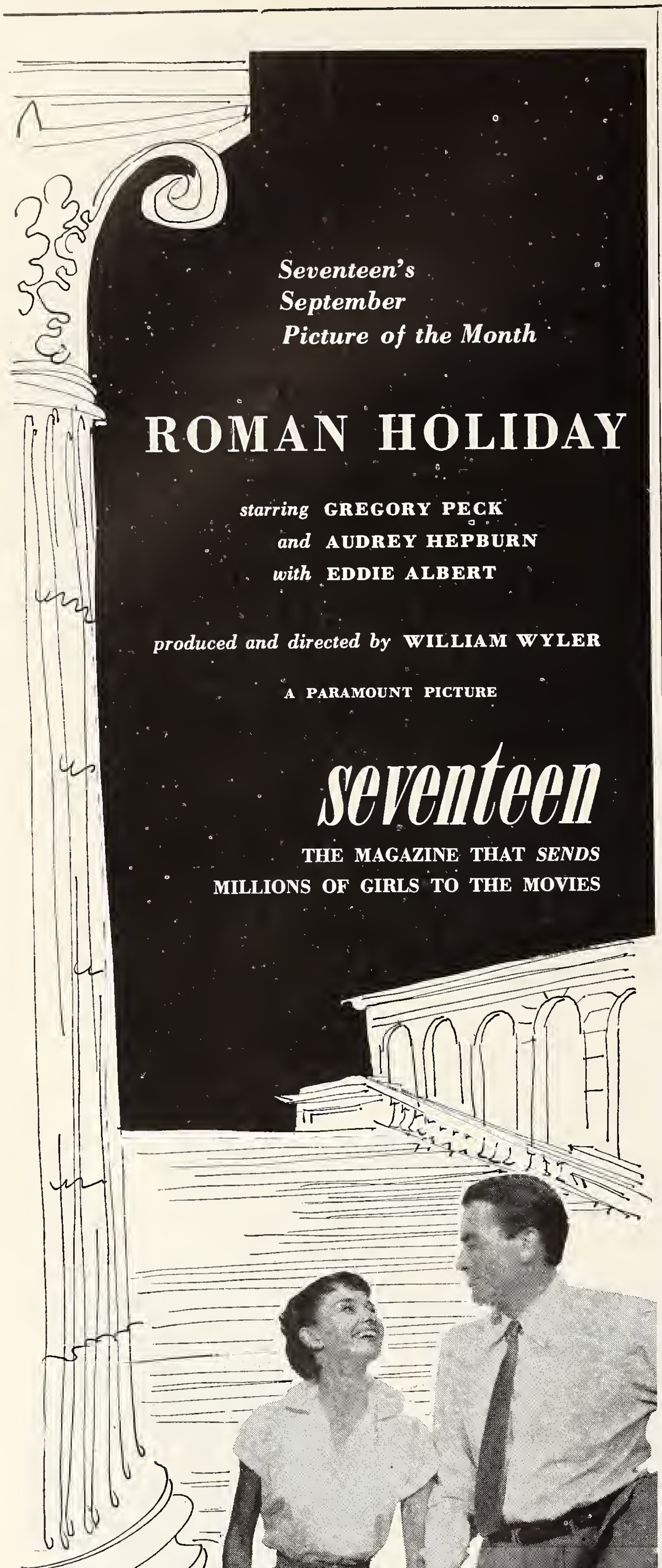
Parking Space

(*Continued from page* 1)

parking for one car for every 10 seats up to five hundred and one for every five seats thereafter.

The ordinance applies only to buildings to be put up in the future and does not affect buildings already up or under construction. Nor does it apply to the Loop.





Seventeen's
September
Picture of the Month

ROMAN HOLIDAY

starring **GREGORY PECK**
and **AUDREY HEPBURN**
with **EDDIE ALBERT**

produced and directed by **WILLIAM WYLER**

A PARAMOUNT PICTURE

seventeen

THE MAGAZINE THAT *SENDS*
MILLIONS OF GIRLS TO THE MOVIES

Chicago Houses Collect $53,182 for Korean Aid

CHICAGO, Aug. 19.—Korean Aid collections in Chicago totalled $53,182.31, with Balaban and Katz collecting $25,833.00, Allied Theatres of Illinois $11,264.59, Stanley-Warner Theatres $5,851.00, Essaness Theatres $4,876.24, H & E Balaban $3,657.92, Coston Enterprises $1,323.22 and all other theatres $325.34.

The downstate total was not available but the Great States circuit alone reported collections of $17,404.

Parks Offers Aid To Anti-Red Group

WASHINGTON, Aug. 19.—Film actor Larry Parks has asked the House Un-American Activities Committee to call on him if there is any way he can aid in exposing and fighting Communism.

Rep. Harold H. Velde (R., Ill.), committee chairman, has released the text of a notarized "clarifying" statement submitted by the first "co-operative" Hollywood witness. When he originally confessed former Communist party membership in 1951, Parks refused to name other Hollywood Reds publicly because to do so would be to "wallow in mud," but he did name names in a closed session.

The supplementary statement advised Velde that Parks now regrets the "wallow in the mud," and other language, and now feels "that to assist your committee in obtaining full information about the Communist party and its activities is the duty of all who possess such evidence."

S-W Winners Listed For Third Quarter

HARTFORD, Aug. 19.—Irving Hillman, manager of the Sherman Theatre, New Haven, has taken first place in the third-quarter Showmanship Awards conducted by the Stanley-Warner Theatres' New England zone.

Hillman is followed by Dennis Rich, of the Cameo, Bristol, Conn.; Joseph C. Miklos, of the Embassy, New Britain, and Robert Howell, of the Port, Newburyport, Mass.

Managerial Changes At Fox West Coast

SAN FRANCISCO, Aug. 19.—Two managerial changes have been made by Fox West Coast in Northern California. Henry Pines, manager of the Fox, Redwood City, has been transferred to manage the California, San Jose, replacing Lloyd Howell, who has resigned. Duncan Knowles, manager of the Fox, Salinas, will also direct the Alisal, in the same city, succeeding Herbert Gunn, resigned.

Lasky on Television

Industry veteran Jesse L. Lasky will take part in Columbia Broadcasting System's TV "Summer School" program in Philadelphia on Aug. 26. The TV project for the week of Aug. 24 will be devoted to the arts, with Lasky giving an illustrated lecture on the screen's contributions. He will show clips from his many pictures produced during his long career in the industry.

Bell TV Network Has 149 Stations In 99 U. S. Cities

WEEK-TV, Peoria, Ill., is now receiving network television service, linked to the Bell Telephone System's nationwide network facilities at Chicago. With the addition of WEEK-TV, Bell network television facilities are now available to 149 stations in 99 cities in the United States.

The Long Lines Department of the American Telephone and Telegraph Co. said the conneciton was made possible with the opening of a 137-mile section of a new radio-relay system between Chicago and St. Louis. A remaining 147 miles of a projected microwave route is scheduled for completion next month.

Network programs from intercity facilities at Chicago are carried to an intermediate radio-relay station less than a mile from WEEK-TV's transmitter site over a Southbound television channel. A specially designed video cable, installed jointly by Illinois Bell Telephone and Long Lines, spans the distance between the relay station and the transmitter.

July Stock Changes In 3 Companies

Changes in stockholdings in Loew's, National Theatres and General Precision Equipment Corp. in July were reported here by the New York Stock Exchange.

Charles C. Moskowitz, vice-president and treasurer of Loew's, bought 1,000 shares of common, bringing his holding to 5,500 shares.

Elmer C. Rhoden, director and vice-president of National Theatres, purchased 2,000 shares of common stock, $1 par, making his direct holdings 18,800 shares. Rhoden Investment Co. bought 2,000 common shares. Rhoden owns 47 per cent of the stock of Rhoden Investment. John B. Bertero, vice-president and director, bought 1,000 shares of common.

Leon Kolker, a director of GPE, sold 2,500 shares of common.

Fighter Wallace to Promote Louis Film

A new kind of personal appearance tour to publicize a motion picture has been set for "The Joe Louis Story."

Heavyweight prize fighter Coley Wallace, who plays the title role in the picture, has resumed his professional career and will be introduced on television and radio broadcasts of his bouts as the star of the film. His first fight since the picture was finished will be Monday night, Sept. 7, at Eastern Parkway Arena in Brooklyn. His opponent will be Billy Gillam.

Makelim A Guest At Atlas Meet

HOLLYWOOD, Aug. 19.—Producer Hal R. Makelim will be a guest of honor and a principal speaker at the Atlas Pictures sales meeting, to be held at the Town House in Kansas City, Friday through Sunday. Harry Thomas and N. P. Jacobs head Atlas.

Atlas has acquired Makelim's "Man of Conflict" as its first release and is setting first-run opening dates in September for the Edward Arnold-John Agar-Susan Morrow starrer.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 37 NEW YORK, U. S. A., FRIDAY, AUGUST 21, 1953 TEN CENTS

Wide-Screens' Impact Seen Undetermined

Circuits Say It's Too Early to Pass Verdict

Although it apparently is too early to take an accurate measurement of the effect of wide screen on the box-office, circuit executives and independent operators here admit that the new medium has increased grosses slightly in theatres where the enlarged screens have been installed and used. There is a general opinion that when the new screens are first installed, a boost in patronage is noticeable.

Because of the scarcity of pictures produced for wide angle projection, wide screen has not been given a true test, theatre men say. Therefore, they add, it is almost impossible to render an honest verdict on the effectiveness of the medium.

In Stanley Warner houses that have

(*Continued on page* 5)

Releasing Deal for 'Wonders' Is Near Consummation

Negotiations for the completion and the release of "Seven Wonders of the World," filmed in the Cinerama process, are near the point of finalization, it was learned here yesterday.

The disclosure came as conferences continued between Merian C. Cooper, who headed Cinerama production activities before the Stanley-Warner deal, and Si Fabian, president of Stanley Warner, which has obtained exclusive rights to the Cinerama process. SW plans for the "Seven Wonders of the World" and other production projects will be up for discussion at a Tuesday board meeting of Cinerama Productions, the first major one to be held since the consummation of the SW deal.

The rights to "Seven Wonders of the World" were acquired by SW in

(*Continued on page* 4)

Beecroft, Paramount Bidding Head, Quits

Harold Beecroft, head of the Paramount bidding department, has resigned, effective today, to operate an automobile dealership in Chicopee, Mass. His successor at Paramount has not yet been named.

117 Exhibitors Will Aid Al Lichtman Testimonial

One hundred-and-seventeen leading exhibitors, including organization heads and circuit and independent operators in the United States and Canada, comprise territorial committees co-sponsoring the "Al Lichtman Testimonial," from Aug. 30 through Oct. 3, with 20th Century-Fox Film's 1,300 employes in its 38 branches.

The company said, "this is another first for 20th-Fox, for it marks the first time exhibitors have joined forces with employes to pay personal tribute to an officer."

The co-sponsoring exhibitors operate more than 5,113 theatres, "all of which will play a major part in the Al Lichtman Testimonial. Seventy-one of these exhibitor co-sponsors have carried on business negotiations with Mr. Lichtman for from 20 to 40 years," the statement pointed out.

"The fact that so many top exhibitors of this country and Canada are co-sponsoring the Al Lichtman Testimonial is pointed up by division and branch managers as another reason justifying the expectation that the period will develop a new five-week record for the company," it was said. "This expectation is given further logic by the fact that every important circuit will participate in the testimonial. Independents have rallied to

(*Continued on page* 4)

Barron Canada Head Of Zukor 'Jubilee'

TORONTO, Aug. 20.—Win Barron, Paramount special representative in Canada, with headquarters here, has been named Dominion captain of the Adolph Zukor Golden Jubilee Salute, which will be held from Aug. 30 to Dec. 5.

The Jubilee will pay tribute to the Paramount board chairman's 50 years of active participation in the industry.

U. A. Sales Meet In N. Y. Sept. 3-4

A two-day meeting of United Artists district managers to set distribution plans for forthcoming product will be held at the New York home office on Sept. 3 and 4.

Executives who will attend are Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; William J. Heineman, vice-president

(*Continued on page* 5)

Set 'Live' Coast-to-Coast Theatre TV of Title Bout

By MURRAY HOROWITZ

The upcoming Marciano-LaStarza heavyweight title bout will be telecast "live" into theatres from Coast-to-Coast, it was learned here yesterday. This marks the first time the long-line facilities of the American Telephone and Telegraph Co. have been available to a fight on a transcontinental basis.

The previous theatre telecast of a title match — the Marciano-Walcott bout last September — was carried Coast-to-Coast only through the use of a kinescope made by Theatre Network Television. West Coast theatres at that time were forced to rely on the kinescope telecast. This year, however, all theatres, whether on the East or West Coasts, will be interlinked for a simultaneous telecast. Although the Sept. 24 event at New York's Polo Grounds represents the first "live" transcontinental fight telecast, there have been other "live" Coast-to-Coast theatre telecasts, namely the Lee Carpets presentation and the Metropolitan Opera Co.'s "Carmen" performance.

Meanwhile it was learned that the

(*Continued on page* 5)

IBC Almost Certain Of Filming Fight

The chances are virtually certain that a film for theatrical distribution will be made of the Sept. 24 Marciano-LaStarza heavyweight title bout, a spokesman for the International Boxing Club stated here yesterday.

The spokesman, declining to state which film company is interested in the event, said negotiations are currently underway. He did not discount that the filming may be done by Joe Roberts of the IBC, who previously has filmed and distributed IBC fight pictures.

Texas COMPO Dissolving On Oct. 1

Termed Economic Move; Conference Cancelled

DALLAS, Aug. 20.—The Texas Council of Motion Picture Organizations, heretofore one of the most active industry organizations in the United States, will be dissolved as of Oct. 1. Kyle Rorex, executive director of Texas COMPO, disclosed that the executive board had instructed him to cancel the scheduled all-industry Texas COMPO Conference, Sept. 28-30, and that all registration fees will be returned.

The news that Texas COMPO would be discontinued came as a shock

(*Continued on page* 5)

Activities of Texas COMPO will not be abandoned, says R. J. O'Donnell of Texas Interstate circuit. For full story see Page 5.

237 in Wide-Screen, 43 in 3-D Set So Far For 1953-54

HOLLYWOOD, Aug. 20.—At least 237 pictures will be made for wide-screen projection for the 1953-54 season, with 43 to be in 3-D, according to a survey of studio product plans by the Hollywood bureau of Quigley Publications. The figures are tentative and do not include product from Paramount and RKO Radio, from which information was not available.

Under present plans, 36 pictures

(*Continued on page* 4)

Coast AA Executives To Chicago Meeting

HOLLYWOOD, Aug. 20.—Studio and exchange executives of Allied Artists are enroute to Chicago for a branch managers meeting called by Morey R. Goldstein, vice-president and general sales manager. It will be held Saturday at the Drake Hotel.

Harold Mirisch, vice-president, and Harold Wirthwein, Western division sales manager, who headquarter at the studio, will be accompanied by Howard Stubbins, co-franchise owner of West Coast exchanges, and M. J. E. McCarthy, manager of the Los Angeles branch.

Personal Mention

WILLIAM H. PINE and **WILLIAM C. THOMAS**, Paramount producers, are in New York from Hollywood.

•

WILLIAM BRANDT, of the Brandt circuit, and **MARTIN LEVINE**, general manager of Brandt Theatres, have returned to New York from Lake George.

•

WILLIAM L. TAUB, president and managing director of the Hispano Theatre here, has left New York for Havana and Mexico City.

•

BERNIE EVENS, M-G-M field representative in St. Louis and Kansas City, has returned to the latter city from Plattsburg, N. Y.

•

EVELYN SEEFF, secretary to **HERB STEINBERG**, Paramount publicity director, will leave here at the weekend by plane for Hollywood.

•

LEE KOKEN, head of the RKO Theatres concession department, is in Iowa from New York, and will be in Chicago next week.

•

MARTIN MOSKOWITZ, Empire State division manager for 20th Century-Fox, was in Gloversville this week from New York.

•

KENNETH MCKENNA, M-G-M studio story head, will arrive here by plane today from Hollywood.

•

CHARLES DIETZ, M-G-M press representative in Detroit, is back there following a honeymoon in New York

•

WALTER READE, JR., was in Saratoga yesterday from New York.

'Robe' Sept. 24 at Grauman's Chinese

HOLLYWOOD, Aug. 20.—"The Robe" will premiere here Sept. 24 at Grauman's Chinese Theatre, under terms of a contract signed today with National Theatres' president, Charles Skouras. The theatre will undergo extensive alterations, inside and out, including the installation of a 73-foot screen and stereophonic sound.

Services Held for Harvey of Movietone

Services were held here last night for Edwin L. Harvey, 69, makeup editor of Fox Movietone News, who died Tuesday of a heart ailment. He is survived by his widow, Margaret.

Born in Gorham, N. H., Harvey opened the first newsreel theatre in New York and also the first in London.

Nelson Trowbridge Dies

CINCINNATI, Aug. 20.—Funeral services were held here for Nelson G. Trowbridge, 73, manager of the Shubert, Cox and Taft theatres until his retirement a few years ago. Trowbridge died here Monday. He is survived by a daughter and two sons.

Universal Schedules 2 Premieres Here

A world premiere and an American premiere have been scheduled in New York during August by Universal-International.

"Desperate Moment," the J. Arthur Rank Organization picture filmed in the Western Zone of Germany, will have its American premiere at the Beekman Theatre on Aug. 31.

The world premiere of U-I's "Wings of the Hawk," starring Van Heflin and Julia Adams, in 3-D, will be held at Loew's State Theatre on Wednesday.

Baltimore Told Used 3-D Viewers Unsafe

BALTIMORE, Aug. 20.—The supplying of film theatre patrons with 3-D viewers which have previously been worn by others is "unsafe and unhygienic," according to Dr. Huntington Williams, Baltimore city health commissioner, in a report submitted to Mayor Thomas D'Alesandro.

Dr. Williams declared that his findings resulted from an investigation made with the assistance of the departments of ophthalmology at Johns Hopkins Medical School and the University of Maryland.

EK Names Holtz to Int'l Ad Assignment

ROCHESTER, N. Y., Aug. 20.—F. Richard Holtz, manager of the package design division of Eastman Kodak Co., has been selected by the company for a special assignment in international advertising. His managerial post in the package design division will be taken by N. J. Hess.

Holtz for the next six weeks will assemble material and then will go to Europe for a period of three months with a view to the coordination of Kodak advertising activities abroad.

Lasky SDG Speaker At College Awards

HOLLYWOOD, Aug. 20.—Jesse L. Lasky will deliver an address at the first annual intercollegiate awards ceremony of the Screen Producers Guild which will be held Sunday at the Academy Awards Theatre. He will review the Guild's program of seeking out collegiate motion picture talent.

Three of the winning collegiate films will be screened.

Wide-Screen Better Than 3-D; Reis

TORONTO, Aug. 20. — Wide-screen offers more to theatre patrons than does 3-D, and eventually will supplant the medium which requires viewers. This prediction was made by Spencer Reis, a company director of the J. Arthur Rank Organization, before sailing for England following a business tour of Canada.

Wide-screen pictures, said Reis, are cheaper to produce and cheaper for theatre presentation.

Name Baker FCC General Counsel

WASHINGTON, Aug. 20.—Warren E. Baker, formerly a hearing examiner with the Civil Aeronautics Board and currently executive assistant to a member of CAB, today was named general counsel of the Federal Communications Commission.

Sperling Buys One, Seeks Four Others

HOLLYWOOD, Aug. 20.—As the initialer in a heavy production program which he has scheduled between now and the first of next year, Milton Sperling has acquired the rights to "The Men from Earth," science-fiction original by Phil Yordan. The latter is now screen-writing his property for Sperling's independent United States Pictures production slate for Warner release.

The producer further disclosed that negotiations are under way for four other story properties to be announced as the deals are completed.

Sperling has adopted a production policy of generally stressing all-star casts for his pictures.

SW Northeast Meet Postponed to Thurs.

HARTFORD, Aug. 20.—Stanley Warner Theatres' Northeast zone meeting scheduled for today has been postponed to next Thursday, because of the sudden death earlier this week of John Hesse, 51, Connecticut district manager.

SW executives Si Fabian, Sam Rosen, Harry Kalmine and Harry Goldberg, all of New York, are to speak at the meeting, to be held at the Waverly Inn, at Chelsire. Zone manager Harry Feinstein will preside, assisted by James M. Totman. Some 40 theatres will be represented.

Richmond to Retain City Ticket Levy

RICHMOND, Va., Aug. 20.—The city council has voted to continue a five per cent municipal admission tax following review by a special committee of a proposal to repeal the levy.

Theatre representatives had argued at a public hearing last May that the tax was discriminatory. Councilman Harold Dervishian countered that a study of figures made at his request showed that theatres paid "proportionately" the same amount of taxes as did Richmond merchants.

'Robe' Publicity Kit Going to Newspapers

More than 300 religious and foreign language newspapers across the country now are receiving from 20th Century-Fox a publicity kit on "The Robe."

Included in the kit are 13 news features and stories concerning the Biblical spectacle, as well as technical material on CinemaScope, in which the picture has been made.

Quality of Musicals Will Be Stressed By 'Seventeen'

The industry will enjoy some strong promotion for the unusually large number of top musicals scheduled for fall and winter release, in a two-page spread in the issue of "Seventeen" magazine which will reach newsstands on Aug. 28.

Vocal Artists Praised

"Dozens of vocalizing players will sing their hearts out for your pleasure," the publication's readers will be told. "Prepare to feast your eyes and ears on the following gay round of musicals—among others you'll see Doris Day in 'Calamity Jane' (Warner), Fred Astaire in 'Band Wagon' (M-G-M), Dick Haymes in 'Cruisin' Down the River' (Columbia), Gordon MacRae in 'Three Sailors and A Girl' (Warner), Dean Martin and Jerry Lewis in 'The Caddy' (Hal Wallis-Paramount), Johnnie Ray in 'There's No Business Like Show Business' (20th Century-Fox), Jane Powell in 'Three Sailors and A Girl' (Warner), Judy Garland in 'A Star Is Born' (Warner), Rosemary Clooney in 'White Christmas' (Paramount), Debbie Reynolds in 'Give a Girl a Break' (M-G-M), Danny Kaye in 'Knock on Wood' (Paramount), Kathryn Grayson in 'So This Is Love' (Warner), Guy Mitchell in 'Three Sisters from Seattle' and 'Red Garters' (Paramount), Ethel Merman in 'There's No Business Like Show Business' (20th Century-Fox), Donald O'Connor in 'Walkin' My Baby Back Home' (Universal-International), Bing Crosby in 'Road to the Moon' and White Christmas' (Paramount).

"And that's only a sample!"

Pine Replaces Lasky

Bill Pine of the Pine-Thomas production team will replace Jesse L. Lasky on CBS-TV's "Summer School" program on Aug. 26, to be devoted to the screen's contributions to the arts. Lasky notified CBS yesterday he would be unable to appear on the program.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT . NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR . An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
THE MASTER OF BALLANTRAE
COLOR BY TECHNICOLOR
STARRING ERROL FLYNN
in person
ELLA FITZGERALD
GEORGE SHEARING QUINTETTE
The Amazing MR. BALLANTINE
THE FOUR EVANS
BOBBY SHERWOOD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President: Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

The sound that c-r-e-a-k-s across the room

TODAY sound keeps pace with action . . . fills first one area, then another, then all of the screen with rich 3-dimensional reality.

Here again is proof positive of the solution of complex problems of production, processing, and projection—many of them met and solved by an alert industry working in co-operation with complete facilities such as the Eastman Motion Picture Film Service. Branches are located at strategic centers; inquiries invited.

Address: *Motion Picture Film Department*
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

New Product

(*Continued from page* 1)

are slated for anamorphic photography and 97 are earmarked for stereophonic sound. Virtually all of the pictures now scheduled for wide-screen also will be available for standard projection.

Data Subject to Change

The following breakdown does not represent official announcement of product. It is merely data with respect to product prospects and is subject to change.

Allied Artists, a closely-held organization with complete flexibility, figures it will be releasing about 33 pictures in 1953-54, might release more if show business flourishes, isn't likely to drop below that figure. AA has two more 3-D pictures coming up, to follow its successful "The Maze," and is on the point of launching it first film in CinemaScope. All AA pictures, save the last named, are shot for 1.85:1 or, of course, 1.33:1 or any point between.

4-Way Camera at Columbia

Columbia, in keeping with recently proclaimed policy, is to use its four-way camera on all but one of the 30 pictures presently contemplated, and will use CinemaScope on that one. The 29 others will be available, therefore, in one form or another—or perhaps it is better to say in all forms but one (anamorphic, that is)—to any and all exhibitors, regardless of the exhibition installations he may or may not have at hand. The studio also has an option on some more uses of CinemaScope, against the possibility of a landslide toward 2.55:1 aspect ratio.

Lippert Pictures, gearing to the widest possible market, intends, with leave to enlarge its intention, to supply five features in widescreen and color among the 30 it will distribute (the five being amenable to 1.33:1 projection, also, naturally).

MGM, with much planning still to be done and with large changes not unlikely, expects to send about 38 pictures to market during 1953-54, about 35 of these in color, and one, already completed, in 3-D, although the studio has no fixed policy against increasing the number of 3-D jobs greatly if such a move appears warranted by exhibition experience. The company has six features scheduled for CinemaScope, and all of these could come in 1953-54 if box office demand created need for that much haste. All MGM product not going in CinemaScope is filmed for widescreen and for stereophonic sound, although wholly practical for standard purposes also, studio officials carefully point out.

Paramount declined to indicate its intentions specifically. In New York Tuesday Barney Balaban, after conferences with Y. Frank Freeman and Loren L. Ryder, research director, said the company would not necessarily be bound by the 1.66 to 1 aspect ratio which the company declared for originally.

Republic, last of the major studios to take cognizance of the technological turmoil, expects to release 20 features, 15 of them in color, all of them designed for both wide screen and standard. The studio has no 3-D, anamorphic or stereophonic intentions so far.

RKO withheld forecast.

Twentieth Century-Fox, the source of the anamorphic excitement and the resultant wide screen fervor, envisions a 1953-54 highlighted by its release of 20 pictures in CinemaScope and 10, produced independently by Leonard Goldstein, in color and in standard dimensions but expandable to 1.85:1. Four standards now in backlog also are to go out during the year.

United Artists anticipates releasing about 65 pictures during the season, four of them in 3-D, two in CinemaScope, 33 in color and three (maybe many more) with stereophonic sound. Some of these 65 pictures already are in release at the present time.

Universal-International, describing its conjecturings as "strictly crystal-ball," figures to follow pretty closely the course it has been traveling, which would bring from that company about 33 features, 25 in color, and all of them photographed for wide screen or standard. Management is completely open-minded about 3-D and stereophonic sound, awaiting developments.

Warner Brothers has not yet announced its complete production program, but so far six films are definitely set for filming in the anamorphic WarnerSuperScope, as well as in 3-D, wide screen and, of course, standard, with the Warner All-Media camera. All six also will be available with WarnerPhonic sound. A studio spokesman said, "Whatever technique or combination each story suggests will be used."

Reviews

"The Golden Blade"

(*Universal-International*)

LAVISHLY mounted with excellent color by Technicolor, "The Golden Blade" is an Arabian Nights type of story with the kind of action which the late Douglas Fairbanks, Sr., popularized. By the very nature of the story, the language of the dialogue is very flowery and at times provokes laughter in the wrong places. However, for those who like romantic fantasies the picture has enough appeal to offer a fair amount of entertainment.

The story deals with a commoner, Rock Hudson, who meets Piper Laurie, the princess daughter of the caliph, who makes it a practice to go about as a commoner, ministering to the wants of the poor. Having purchased a sword, which turns out to be the famed sword of Damascus which has unusual powers, Hudson rescues Miss Laurie from a mob and thus launches a romance. Hudson also becomes involved in an intrigue brought about by Edgar Barrier, chief minister of the caliph, who is plotting to rule Bagdad by doing away with the caliph and the princess. But Hudson overcomes all the obstacles and eventually wins the princess and becomes the ruler of Bagdad.

There is plenty of sword play, an exciting joust between Hudson and Gene Evans, the latter the chief rival for the hand of the princess, and a chase sequence near the end of the picture which has the Fairbanks touch of swinging from tapestries and leaps from balconies.

Produced by Richard Wilson, with Leonard Goldstein credited as co-producer, the picture was directed by Nathan Juran from a story and screenplay by John Rich.

Others in the cast are Kathleen Hughes, George Macready, Steven Geray, Alice Kelley, Anita Ekberg, Erika Norden, Valerie Jackson and Vic Romito.

Running time, 81 minutes. General audience classification. For September release.

AL STEEN

"Conquest of Cochise"

(*Columbia*)

ANOTHER familiar frontier tale about the Apache Indians, properly executed to entertain action fans, has been turned out under the banner of Columbia producer Sam Katzman. John Hodiak plays the famous Indian chief Cochise, while Robert Stack co-stars as a cavalry major.

The situation in Apacheland is one of unrest as the film opens shortly after the war between Mexico and the United States. Under the peace treaty, the Mexican border city of Tucson goes to the U.S., thereby depriving the Apaches, who have had a peace treaty with the U.S., of one of their most lucrative raiding grounds. To preserve peace in the area, Stack and his battalion ride into the territory, only to have their peace efforts upset, first by an unscrupulous saloon keeper of Tucson, then by renegade Indians who feel Cochise has gone soft.

Concurrent with this tale of diplomacy is a love story involving Cochise and Joy Page, the daughter of a wealthy Mexican landholder. After a tentative romance with Stack, Miss Page is taken as hostage by the Apaches, where she soon falls deeply in love with the chief. In the best tradition of the Western, however, the affair comes to no good end, although peace does return to the territory.

The script by Arthur Lewis and DeVallon Scott, based on a story by Scott, cuts no bold new figures but contains plenty of movement and some interesting side glimpses into Indian manners and morals. Among the key supporting players are Rico Alaniz, as a hot-headed Mexican, and Rod Redwing, as an equally impetuous Apache, both of whom work for virtue's undoing. William Castle directed. Color is by Technicolor. Others in the cast are Fortunio Bonanova, Edward Colmans, Alex Montoya, Steven Rich and Carol Thurston.

Running time, 70 minutes. General audience classification. For September release.

Lichtman

(*Continued from page* 1)

the support of local 20th Century-Fox branches' sponsors in extraordinarily large numbers," the company stated.

Following are the territorial co-sponsoring exhibitors:

New York—Sol Schwartz, Harry Brandt, Fred Schwartz, Sam Rinzler; Boston—Sam Pinanski, Martin J. Mullen, Nate Yamins; Washington—Morton Thalhimer, Harley Davidson, George Crouch; Toronto — John Fitzgibbons, David Griersdorf, Herbert Allen; Des Moines—Abe H. Blank, Myron Blank, Herman Fields; Philadelphia—William Goldman, Ted Schlanger, Al R. Boyd; Chicago—Dave Wallenstein, Edwin Silverman, Jack Kirsch.

Memphis—M. A. Lightman, O. G. Wren, M. S. McCord; Cleveland—Nate Schultz, Sam Schultz, Jack Armstrong, Meyer Fine, George Delis, Si Goldfinger; Portland, Ore.—W. Adamson, Al Forman, Russ Brown; Cincinnati—Phil Chakeres, Rube Short and J. S. Joseph. Calgary—J. B. Barron, J. Feldman, A. W. Shackteford.

Buffalo—Louis Schine, Byron Linn, Elmer Lux; Kansas City—Elmer C. Rhoden, Howard E. Jameyson, Glen W. Dickinson; New Orleans—Page Baker, Joy Houck, J. G. Broggi; Indianapolis—Frank J. Benedict, D. Irving Long, Dale McFarland, Bob Jones; New Haven—I. J. Hoffman, Harry F. Shaw; Dr. J. B. Fishman; St. John, N. B.—Mitchell Bernstein, Joshua Lieberman, A. I. Garson.

Jacksonville—Leon D. Nettes, Sidney Meyer, Mitchell Wolfson, B. B. Garner; Salt Lake City—Ray Hendry, Clyde A. Blasius, D. K. Edwards; Detroit—Harold H. Brown, Montague F. Gowthorpe, James F. Sharkey; Minneapolis—Harry French, Eddie Ruben, Frank Mantzke; Montreal—J. Arthur Hirsh, George Ganetakos, Leo Choquette; Charlotte—H. H. Everett, E. G. Stellings.

Winnipeg—W. W. Winterton, I. Reinhorn, R. Miles; Atlanta—J. H. Harrison, Kermit Stengel, John Sembler; Milwaukee—Harold J. Fitzgerald, L. S. Grand, J. B. Schuyler; Los Angeles—Charles P. Skouras, Mike Rosenberg, William Spere; Denver—Robert Selig, Pat McGee, Charles Gilmour; San Francisco—Mike Naify, Joseph Blumenfeld, Esmond Parker; Seattle—Frank Newman, Sr., Will J. Conner, John Danz.

Oklahoma City—Joe Turner, Ralph Drewry, Pat McGee; Dallas—Robert J. O'Donnell, Claude Ezell, Col. H. A. Cole; Omaha—Pat McGee, A. H. Blank, Ralph Goldberg; Pittsburgh—Bert Searn, Moe A. Silver, Ted Manos; Albany—Louis Schine, Mike Kallet, Walter Reade, Jr.; St. Louis—Edward Arthur, James Frisina, John Menardi.

'Wonders' Talks

(*Continued from page* 1)

its deal with Cinerama Productions. Although much footage has been shot for the feature, it has yet to be announced whether "Seven Wonders of the World" will be completed, or whether it will be the next Cinerama feature released. Meanwhile, it was learned that Fabian, in addition to conferring with Cooper, has been scouting for other properties for shooting by either independents or major producers.

Texas COMPO

(Continued from page 1)

to Texas exhibitors. Rorex declined to give any details of the move, stating only that it was an economic measure, and that the organization will continue normal operations until Sept. 2, on which date the executive board is scheduled to hold its next meeting.

However, the exhibitors throughout the state are filing protests against the action, declaring that the organization renders an invaluable service to the industry.

The press department has been eliminated and the office will cease operations at the end of the third quarter, which is Oct. 1. R. J. O'Donnell and Col. H. A. Cole are co-chairmen of the organization.

Rorex estimated that the attendance at the all-industry conference this year would have been 2,000, predicated on last year's attendance of 983 registrations. Remittance checks covering 560 registrations already received are being returned immediately.

Regret Expressed

"It is regretted that this conference had to be cancelled as the present agenda included many aspects vital to the industry," Rorex said. "Principal speakers tentatively scheduled were Bishop Fulton J. Sheen, Eric Johnston, Gov. Allen Shivers, two Cabinet members, Oveta Culp Hobby, Robert B. Anderson, Dr. Milton Eisenhower, Senators Lyndon Johnson and Price Daniel, George Murphy and Ronald Reagan.

"This is perhaps the first time in the industry where Texas, the exhibition center, would become the production and distribution center as both Hollywood and New York were joining in the international conclave," Rorex said, and added:

"The program also included the Dore Schary studio party of some of the top stars, producers, directors and writers, as well as the Darryl Zanuck studio party; the R. J. O'Donnell proposed eight-point public relations program; Claude Ezell's proposed arbitration system and Ezell's distributor-exhibitor peace pact; Phil Isley's Academy Award package program; a session scheduled to honor national and Texas legislative leaders in addition to the COMPO tax repeal leaders; the first annual exhibitor and distributor awards; an advertising and merchandising panel consisting of distributors' advertising and publicity directors and moderated by O'Donnell and Edward H. Rowley; presentation of the COMPO Gonzales Warm Springs Foundation Award to Spencer Tracy; a luncheon honoring the publishers of the trade press for their contribution and great leadership; and a production preview of forthcoming product."

Had Wide Membership

Texas COMPO's membership consisted of virtually every circuit and independent theatre in the state, and major and independent film distributors operating there, as well as a number of companies in allied theatrical lines and local unions. It was formed in 1950 shortly after formation of the national Council of Motion Picture Organizations, as a regional counterpart of the latter.

Membership of individual Texas organizations in national COMPO is not affected by dissolution of the Texas regional organization, it was indicated.

Reviews

"Sky Commando"

(Columbia)

SOME fine footage of U.S. Air Force and captured German films of aerial activity in World War II is woven into this tale of pilots and war. The authenticity and realism of the shots and the usual competent performance of Dan Duryea are responsible for keeping the picture above the routine. The film has sufficient action and a timely topic—the Korean War—to hold interest.

Duryea is cast as a misunderstood character whose penchant for following the rules to the letter and whose lack of personal warmth leads to unfounded accusations. A cold and calculating individual, he places the accent on the job to be done and relegates the safety of his own crew to a minor consideration. In a neat job of acting he makes his characterization a believable one although the script tends to make his task an arduous one at times.

The story starts in Korea, where Duryea, an Air Force commanding officer, has directed his men to carry out what seems to be a mission of sure death. In the tangle that ensues, enemy fire brings down one of the American pilots before his brother's eyes. The brother is furious and threatens Duryea with revenge for what he believes was a foolhardy order.

A kindly officer in the squadron takes the angry pilot aside and tells him that Duryea was only doing his job. He also tells the pilot a story of another officer in the past war who thought the CO was a man of no emotions. This story, which is related in a flashback sequence with a narrator, takes up the major part of the film. In the end, Duryea is vindicated and all is forgiven.

The flashback effect employed in the telling of the story slows the movement of the production considerably. William Sackheim, Arthur Orloff and Samuel Newman, who wrote the story on which the latter based his screen play, have the characters speaking in platitudes and this acts as a deterrent to the believability of the people involved. Frances Gifford, Touch Connors and Michael Fox perform competently in the supporting roles of this film produced by Sam Katzman and directed by Fred F. Sears.

Others in the cast are William R. Klein, Freeman Morse, Dick Paxton, Selmer Jackson, Dick Lerner, Morris Ankrum and Paul McGuire.

Running time, 69 minutes. General audience classification. August release.

"Bandits of the West"

(Republic)

ALLAN (ROCKY) LANE is sent thundering through his chores in this standard Western. As the marshal of frontier territory Lane finds himself caught in the feuds that arise when attempts to install natural gas are made.

Instigator of a varied assortment of skullduggery is ranch hand Roy Barcroft. Among his nefarious exploits is the framing of his rancher boss Trevor Bardette. It takes a long time for both the community and Bardette to fully realize the treachery of Barcroft. En route to this realization there are the usual fisticuffs and gun skirmishes.

In the course of events in the screenplay by Gerald Geraghty, Lane is obliged to turn in his badge, but that injustice is soon corrected. A slight feminine role is played by Cathy Downs, while Eddy Waller holds up his comic end.

Others in the cast are Ray Montgomery, Byron Foulger, Harry Harvey and Robert Rice.

Running time, 54 minutes. General audience classification. For September release.

Theatre TV

(Continued from page 1)

long lines situation at A. T. & T. has changed with the advent of new ultra-high frequency television stations. Previously, local loops were readily available, but difficulty was encountered in obtaining line facilities to many cities. The reverse, it was explained, holds true currently, with line facilities fairly easy to obtain while loop facilities in many cities are not readily available.

Gets GE Radio-TV Post

SYRACUSE, N. Y., Aug. 20.—G. A. Bradford has been named manager of advertising and sales promotion for the radio and television department of General Electric, effective Sept. 1. He has been advertising manager of the tube department in Schenectady.

Re-date 'Diamond Queen'

Warner Brothers has re-scheduled "The Diamond Queen" in order to prepare the picture for wide-screen showings. It will be released on Jan. 23.

U.A. Sales Meet

(Continued from page 1)

in charge of distribution; Max E. Youngstein, vice-president; B. G. Kranze, general sales manager; Milton E. Cohen, Eastern division manager and James Velde, Western division manager.

District managers attending will be Fred Meyers of the New York-Metropolitan district; John Turner, Eastern district; George Pabst, Southern district; Harry Goldman, Central district; Ralph Clark, West Coast; F. J. Lee, Midwest, and Charles S. Chaplin, Canadian division manager. Joseph Sugar, New York branch manager, also will attend.

Guild to Show 'Luther'

"Martin Luther" will open at the Guild Theatre here early in September, following the run of "A Queen Is Crowned." The Louis de Rochemont Associates feature is now completing test engagements throughout the country.

The film has been selected as the first main attraction at the Edinburgh Film Festival and will be shown on the opening evening there Sunday.

Compo Future Firm, Says O'Donnell

HOLLYWOOD, Aug. 20.—The fight for the repeal of the admissions tax has guaranteed the future of COMPO, it was emphasized here last night by R. J. O'Donnell, vice-president and general manager of the Texas Interstate circuit. In a spirited address to the membership of the Motion Picture Industry Council, O'Donnell stoutly denied that Texas COMPO's cancellation of its plans for an industry-wide conference in Dallas next month portends the abandonment of COMPO activities there.

Praises "Triumvirate"

O'Donnell paid a glowing tribute to Sam Pinanski, Trueman Rembusch, Al Lichtman, Col. A. H. Cole, Pat McGee and Robert Coyne for their vigorous endeavors in behalf of repeal, and said he believed only those congressional conflicts regarding other matters, which delayed the Mason Bill until it was too late to try for passage over President Eisenhower's veto, prevented the campaign's success.

O'Donnell extolled 3-D, declaring he was astounded to find Hollywood executives viewing-with-alarm the extra-dimensional medium, which he said is holding up splendidly in the Interstate circuit territory. He said there has been some general letdown from first 3-D highs, but no more than should have been expected, and that the level still is high.

Hears No "Glass" Complaint

There is virtually no complaining about glasses as handled by his theatres, O'Donnell said, and he traced projection excellence to the fact that he had brought 300 projectionists into the Dallas headquarters at the start of 3-D for full instruction in the process. He added that he is conferring now with the head of one major studio here for the purpose of persuading him to use 3-D on major musicals.

Wide-Screens

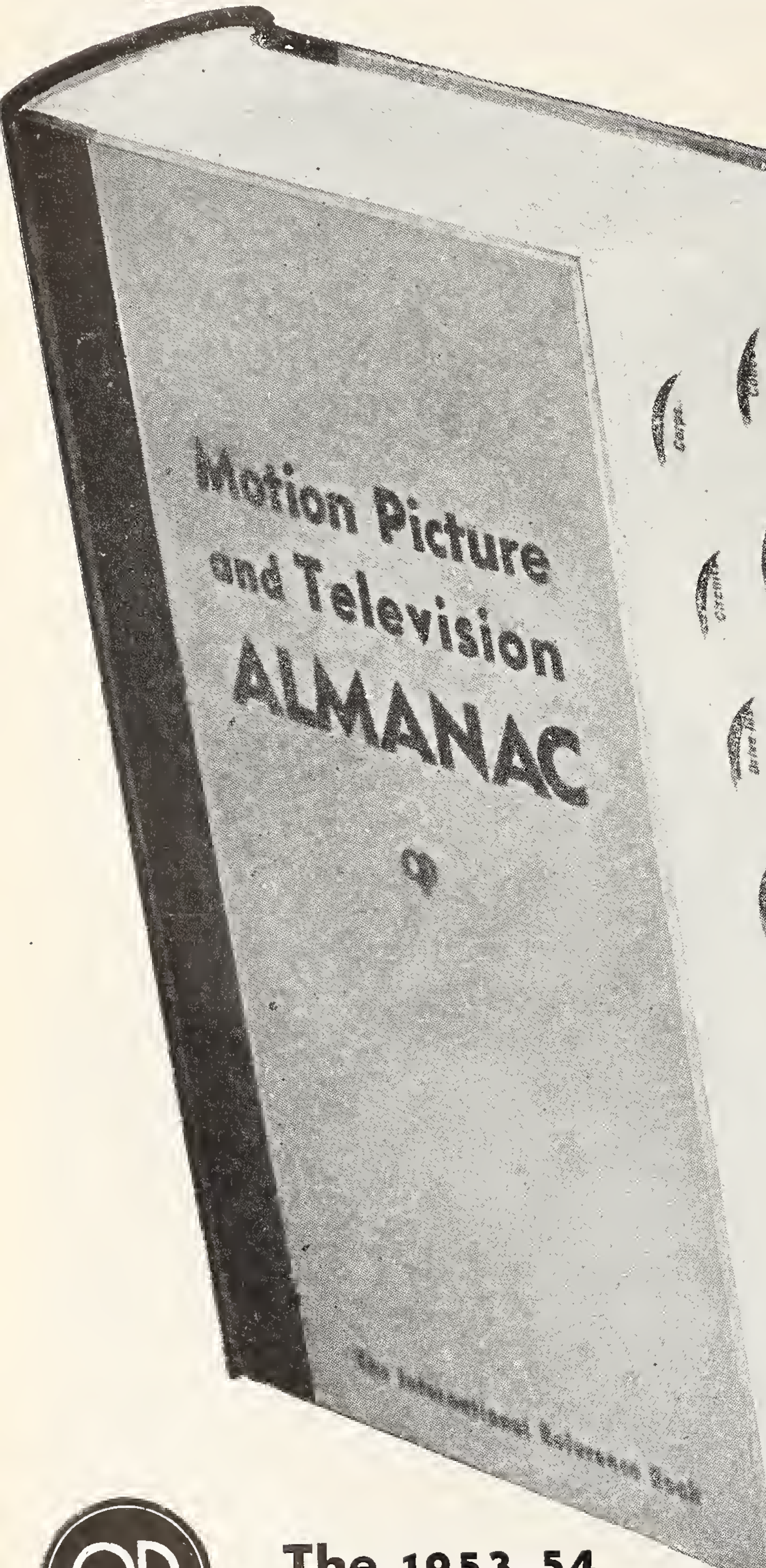
(Continued from page 1)

been equipped, outdoor action pictures made in the conventional dimensions have been blown up to accommodate the wide screens. It has been found that in such instances, a boost in grosses has been apparent, but it cannot be determined whether it is the picture or the novelty of the big screen that draws the added revenue.

The RKO circuit has installed Miracle Mirror screens in more than 50 per cent of its theatres, but the installations have been made principally in the better class houses. A spokesman here said that while improved business could be noted, it would be difficult to make a comparison of business between a picture played on wide screen and on a conventional screen in a less attractive theatre.

Independent exhibitors who have installed wide screens say that conventional pictures thrown on the big screens have been responsible for a slight increase in revenue, but better business is expected when there is a flow of pictures specifically produced for the medium.

Like a library of fifteen volumes in ONE!


Motion Picture and Television ALMANAC
The International Reference Book

Thumb Indexed . . .

- Who's Who (1)
- Corps. (2)
- (3) Codes
- Circuits (4)
- (5) Award Winners
- Drive-Ins (6)
- (7) Television and Radio
- Pictures (8)
- (9) Great Britain
- Services (10)
- (11) Press
- Equipment (12)
- Organizations (13)
- (14) World Market
- Non-Theatrical (15)

The ALMANAC is the ONLY thumb-indexed reference book in this industry. It is referred to more often and by more people than any other reference book in the motion picture and television fields because:

- THE ALMANAC *requires much less time* (and no discouraging bother) to find the information you need. It is thumb-indexed in 15 organized sections, and . . .
- THE ALMANAC contains a wealth of reliable and useful information which is *not to be found in any other reference book.*

There just isn't anything like it. It is the only accepted "Who's Who and What's What" for the entire field. The revised, expanded new edition will be ready soon. To make sure of your copy, send your order *NOW!*

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1953-54
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.

Mail to—

Name . . . .

Address . . . .

City. Zone. . . . . State. . . . .

QP
A QUIGLEY
PUBLICATION

The 1953-54 Motion Picture and Television ALMANAC

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 38 NEW YORK, U. S. A., MONDAY, AUGUST 24, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

ANALYSIS of national reports to this publication following the veto of the Mason Bill by President Eisenhower reveals considerable evidence of determination on the part of distressed theatres to remain in operation as long as possible.

There has been but little indication of hopelessness, of despairing tossing in of the towel. There has been no apparent increase in the number of theatre closings, although certainly there has been no diminution of their number, either.

•

The tendency, rather, is to increase prices where local conditions permit and to make a more determined bid for patronage where price-raising is out of the question and where showmanship resources have not already been exhausted.

The pattern is one of hopefulness. Hope for a continued flow of strong attractions from Hollywood. Hope for the stimulus of the new projection techniques. Hope that these and the operational measures being resorted to will keep the distressed theatre alight until the next session of

(*Continued on page* 2)

FTC Probe of MPEA Moving 'Slowly'

The Federal Trade Commission study of the Motion Picture Exports Association's operations is progressing "slowly" and may not be completed for another month or two, the F.T.C. field office here, which is conducting the study, reported on Friday.

The F.T.C. attorney directly in charge of the study was vacationing last week but a spokesman said delays have been encountered in obtaining some of the information sought. The study presumably was begun as a result of complaints from independent producers but the F.T.C. office has not confirmed that.

The spokesman said that under the Webb-Pomerene Act the F.T.C. is limited in studies of the kind to appraising practices which could be deemed to be in restraint of trade and to advising the Department of Justice of its findings. The F.T.C. itself has no corrective powers.

Closed Houses Seen Harming Real Estate

WASHINGTON, Aug. 23.—Closed film theatres deteriorate their neighborhoods, but the end of conditions forcing the closings may be in sight, according to a National Association of Real Estate Boards spokesman at the weekend.

H. P. Holmes, chairman of NAREB's economic committee which has just completed a study of the problem, said that frequently nearby business enterprises fold following a theatre closing and that, in any event, the

(*Continued on page* 5)

WB Signs Agreement With Zeiss-Opton On Lens Making

The signing of an agreement between Warner Brothers and Zeiss-Opton of Germany for the production of anamorphic lenses was disclosed here at the weekend.

The agreement was signed by Jack L. Warner, vice-president in charge of production, who is now in Europe, according to a dispatch from Munich, Germany. The lenses, to be used for photographing and projecting, will be

(*Continued on page* 5)

Decca Adds 74,400 More 'U' Shares

Decca Records has purchased an additional 36,900 shares of Universal Pictures stock and has exercised warrants for 37,500 shares, according to the latest report of the New York Stock Exchange on insider transactions. The acquisitions bring Decca's holdings to 544,575 shares, or more than half of the total outstanding.

A feature of the end of the week trading was National Theatres, with more than 27,000 shares changing hands in the last two days of the session for a gain of ¼ point.

New York Blackout On Fight Extends To 50-Mile Area

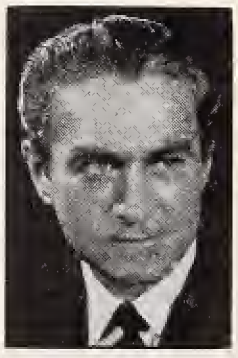
Only theatres outside of a 50-mile radius of the Times Square area in New York will be eligible to carry the telecast of the Marciano-LaStarza bout, it was disclosed here at the weekend by Theatre Network Television.

TNT, in conjunction with the International Boxing Club, defined the New York black-out area in consequence of the numerous requests for information made by New York area drive-ins. Borderline cases, covering

(*Continued on page* 3)

New Paramount Sales Post For Owen in Realignment

Hugh Owen, Paramount's Eastern and Southern division manager, becomes executive assistant to E. K. (Ted) O'Shea, distribution vice-president, as part of a series of high level promotions revealed by A. W. Schwalberg, president of Paramount Film Distributing Corp., at the weekend.



Hugh Owen

Under the new set-up three branch managers have been elevated to assistant division managers, which are newly created posts. John G. Moore, Boston branch manager, becomes assistant division manager and will supervise Boston, New Haven, Albany and Buffalo exchanges, while W. Gor-

(*Continued on page* 3)

Youngstein to Aid NY's JDA Drive

Max E. Youngstein, vice-president of United Artists, has accepted the position of dinner chairman in the industry's drive in behalf of the 1953 Joint Defense Appeal Campaign, it was announced by William J. German, president of William J. German, Inc., and chairman of the over-all Joint Defense Appeal Amusements drive. The dinner, which will be held at the Hotel Pierre on Oct. 21, will mark the opening of the industry drive.

In announcing Youngstein's accept-

(*Continued on page* 5)

Start Move to Save Texas Compo Unit

Sept. 2 Conference Will Seek Reorganization

DALLAS, Aug. 23.—Following conferences by telephone Friday between Kyle Rorex, executive director of Texas COMPO and R. J. O'Donnell, vice-president and general manager of the Texas Interstate circuit, and talks between Rorex and a majority of the unit's executive board members, it was decided to call a special meeting for Sept. 2, at which time an effort will be made to reorganize Texas COMPO and establish a long-range intensified program.

Dissolution of the unit as of Oct. 1 was announced last Thursday as an "economic measure." Rorex, in his statement of Friday, stated that operating funds for the fiscal year ending Oct. 1 are depleted.

"While we have received commitments from some of the major contributors," he said, "not all have

(*Continued on page* 3)

10 More From MGM; Total of 45 for Entire Year

M-G-M will release 10 pictures between Sept. 1 and the end of the year, seven of which will be in color. The new releases will make a total of 45 for the year. Of this number, 21 are in color. The total does not include two reprints in color, "Trader Horn" and "Sequoia," released as a combination during June.

For September, there will be "Half A Hero," starring Red Skelton and Jean Hagen; "Terror on a Train," Glenn Ford and Anne Vernon, and

(*Continued on page* 5)

Bloom in Head TOA Concessions Post

Abe Bloom has been appointed chairman of the concessions committee of the Theatre Owners of America by president Alfred Starr. Bloom will fill the unexpired term of the late Leon J. Levenson who died suddenly on Aug. 11.

Bloom is head of concessions for the Balaban & Katz Corp. in Chicago. He will direct the concession exhibits at the forthcoming TOA convention in Chicago, Nov. 1-5.

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, will return here tomorrow from Europe on the S. S. Queen Mary.

•

EDWARD L. WALTON, executive assistant to J. R. GRAINGER, president of RKO Radio, and NAT LEVY, Eastern division sales manager, will return to New York today from San Francisco.

•

NORMA POLIZZI, secretary to ROBERT SCHWARTZ, United Artists purchasing agent, will be married Sept. 19 to LOUIS DELLAPINA at Our Lady of Peace Church.

•

HOWARD WAGONHEIM, vice-president of Schwaber Theatre Enterprises, Baltimore, is the father of a son born last week to MRS. WAGONHEIM.

•

GIO GAGLIARDI, supervisor of projection for Stanley Warner Theatres, is scheduled to leave New York for Europe the middle of this week.

•

DAVID GOLDING, advertising-publicity director of Samuel Goldwyn Productions, will return to New York today from a vacation.

•

OTTO K. EITEL, owner of the Bismarck Hotel and Eitel's Palace Theatre, Chicago, has left there for Santa Barbara, Cal.

•

EDWIN J. SMITH, JR., RKO Radio assistant foreign sales manager, will leave the West Coast Wednesday for Sydney, Australia.

•

PAUL JONES, producer, and NORMAN TAUROG, director, arrived in New York over the weekend from Hollywood.

•

TOM ROGERS, of the M-G-M publicity department, flew from New York to San Francisco over the weekend.

•

SAMUEL GOLDWYN and MRS. GOLDWYN will arrive in New York from Europe Thursday aboard the S. S. Liberte.

•

NORTON V. RITCHEY, president of Monogram International Corp., has returned to New York from London.

•

STANLEY BAKER, general manager of Hicks Theatres, Baltimore, has left there for Canada and Niagara Falls.

Watt in Republic Publicity Post

HOLLYWOOD, Aug. 23. — Milt Watt will take over the publicity directorship of Republic's studio on Sept. 1, succeeding Mickey Gross, who resigned. Watt was formerly associated with 20th-Fox, Paramount, Columbia and United Artists, and for four years was Western editor of MOTION PICTURE DAILY. He has been assistant director of Republic studio publicity for the past three years.

Tradewise . . .

(*Continued from page 1*)

Congress grants the much-needed tax relief.

•

There is good reason to believe that a large proportion of hard-pressed exhibitors, aided by the new techniques and the strong product on the way to them, and fortified by their own determination and showmanly efforts, may yet succeed in crossing up some of COMPO's worst fears concerning the fate that awaited them. In many cases, nevertheless, it will take some doing on the part of individual exhibitors. The next month or two will tell the story.

Kvool Is Leaving SW To Manage Standard

MILWAUKEE, Aug. 23.—Alfred D. Kvool, Midwest zone manager for Stanley Warner Theatres, has resigned, to become general manager of Standard Theatres. In his new post he will supervise 32 Wisconsin houses.

Kvool will succeed L. F. Gran, who has resigned his post at Standard to devote all of his time to a television station development, in which activity he is associated with James E. Costen, owner of the Standard circuit.

Md. Censors Seeking To Appeal Reversal

BALTIMORE, Aug. 23.—Maryland's Board of Censors is seeking the right to appeal a ruling by Judge Herman Moser which reversed the board's ban on "Love Moods" and "Street Corner."

Sidney R. Traub, chairman of the board, has written Edward Rollins, Attorney General of Maryland, asking if the board has the right to appeal the Moser decision.

Name Coast Drive Heads

SAN FRANCISCO, Aug. 23. — Graham Kislingbury, district manager for North Coast Theatres, has been named industry chairman for the United Crusade Drive, which will start here Sept. 6. Frank Harris, manager of the United Artists exchange, will be chairman of film exchanges; Jack Marpole, manager of National Screen Service, will be organization chairman, and Harry Beektell, of the B. F. Shearer Co., will be chairman of film equipment houses.

Record for 'Jury'

"I, the Jury," first Mickey Spillane story to be filmed, and in 3-D, opened at the Criterion Theatre here Friday to an estimated $10,000 gross, described by the management as the best non-holiday opening day's business in the history of the house.

Lip-Readers Aided By Wide-Screen

Deaf persons who depend upon their lip-reading ability to follow the dialogue of motion pictures find wide-screen a great advantage, it is reported by Joseph S. Boyle, manager of Loew's Poli Theatre in Norwich, Conn. He tells of a woman patron, who after 12 years of watching standard screen films, insists that the larger picture vastly increases her understanding and consequent enjoyment.

'Robe' Lights Are 3 Billion Candlepower

Four three-billion candlepower searchlights have been acquired by 20th Century-Fox to flood Times Square with light for the premiere of "The Robe" at the Roxy Theatre on Sept. 16. The lights, specially developed by the Publicity Searchlight Co., are expected to be seen as far away as Westport, Conn.

To forestall possible accidents and avoid unnecessary alarm on the part of inhabitants of New York, Connecticut and New Jersey, all airports and police stations within a 50-mile radius will be alerted to the nature of the illumination.

While the use of searchlights at Hollywood and Broadway premieres is customary, George Wendelken of the Publicity Searchlight Co., points out that nothing remotely resembling the "Golden Bridge of Light," either in color, or intensity, has ever been seen before anywhere in the world.

Towne Case Brief Of UA Answered

CHICAGO, Aug. 23.—Attorney Thomas C. McConnell has filed an answer to the United Artists brief in the Milwaukee Towne case stating that the Master in Chancery's recommendation that United Artists should return the Towne stock to the Towne Corporation should be approved by Federal Judge William Campbell, because the stock was "obtained by coercion." He also stated that Towne has paid off all indebtedness, including interest owed to United Artists and has offered to repay to United Artists the $10,000 plus interest for the two hundred shares of stock in the Towne Corporation which the Master recommended to be returned to the corporation, which offer was rejected by United Artists.

No date has been set as yet for a possible further hearing or a decision by Judge Campbell.

Louis, Youngstein Meet

Joe Louis, former heavyweight champion, is scheduled to arrive in New York today for conferences with Max Youngstein, United Artists vice-president, and Stirling Silliphant, producer of "The Joe Louis Story," to discuss exploitation plans for the picture.

Thursday Is 'IA' Day At Rogers Hospital, Saranac Lake

Thursday will be "'IA' Union Day" at the Will Rogers Memorial Hospital. Approximately 150 members of the International Alliance, coming here from 14 states, have chartered a special New York Central train to take them to Saranac Lake.

This will be the first time that the unionists have had a chance to see for themselves how their contributions to the Will Rogers Memorial Fund are used. It will also be the first time that the hospital has played host to a large group of visitors.

Special impetus to the trip was given by the IATSE general executive board, which is meeting here this week and will recess from Wednesday night until Friday morning. Last winter the board voted to sponsor a hospital room in memory of Thomas J. Shea, assistant International president, who died at the institution early this year after a long illness. The memorial room will be dedicated Thursday.

"IA" people from as far off as Texas and California are patients at the hospital.

Richard Walsh Host

Richard F. Walsh, president of the "IA", who is also a vice-president of Variety Clubs-Will Rogers Memorial Hospital, will be host at luncheon, where the guests will be welcomed by Abe Montague, the hospital's president; Chick Lewis, executive vice-president, and Dr. George E. Wilson, medical director. A newsreel crew has been assigned to cover the entire event.

IATSE members throughout the country gave over $17,000 in the last Will Rogers Hospital campaign.

Screencraft Names Corradine as Agent

Tom Corradine & Associates has been named West Coast representative for Screencraft Pictures, Inc. Ed. Berkson, Screencraft vice-president in charge of television, and Peter M. Piech, TV sales manager, stated that the Corradine organization has been engaged to handle their feature and Western film library in 11 Western states.

Thorpe Working in Eire

BELFAST, Ireland, Aug. 23.—Richard Thorpe has arrived here for a week of shooting in the Irish countryside for "Knights of the Round Table," which he is directing and Pandro Berman is producing in the British Isles for MGM. The director will be here for a week, and will then return to England and London where he expects to wind up shooting by Sept. 4, returning with his troupe to Hollywood shortly therafter.

$3,250 for 'Eternity'

ATLANTIC CITY, N. J., Aug. 23.—"From Here to Eternity" opened to a record-breaking $3,250 on its first day at the 900-seat Beach Theatre here, the management reported.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Owen Named

(*Continued from page 1*)

don Bradley, Atlanta branch manager, is named assistant division manager with supervision over Atlanta, Charlotte, Jacksonville and New Orleans. Both will operate under Owen. H. Neal East, San Francisco branch manager, becomes assistant division manager under George Smith, Western division sales manager, and will supervise Los Angeles, San Francisco, Portland, Seattle, Denver and Salt Lake City.

"With the quality of pictures being constantly improved, which means in turn higher investments in negatives, the problem of making certain that a picture is properly sold, booked and merchandised takes on greater dimensions of importance than in any period during the history of the industry," Schwalberg said. "The realignment of manpower at the top will insure concentration on an individual picture basis and will make possible an expansion of the principles of showmanship which must in the long run translate themselves into more dollars at the boxoffice," he added.

Three Promoted

The branch manager promotions created by the advancement of Moore, Bradley and East are as follows:

Jack L. Stevenson, San Francisco sales manager, becomes San Francisco branch manager; Foster Hotard, Atlanta salesman, becomes Atlanta branch manager, and Jack Brown, Boston sales manager, becomes Boston branch manager.

Moore's headquarters as assistant division manager will be in Boston, Bradley's will be in Atlanta, and East's will be in Los Angeles.

Fight Blackout

(*Continued from page 1*)

situations which are close to the 50-mile zone, will be decided individually, it was stated. Seven drive-in applications for the Sept. 24 bout, it was learned, had to be rejected because they were located in the prohibited area.

The definition of some New England areas which also will be blacked out for theatre TV will be announced shortly, TNT stated.

'Largest' Pressbook Is Set for 'Robe'

Exhibitors will receive the largest campaign manual in the history of 20th Century-Fox for the CinemaScope production of "The Robe," the company announces. The book, scheduled to be distributed in October, will cover advertising, publicity and exploitation material. The company is also preparing an equally large manual for "How to Marry a Millionaire," second CinemaScope production.

Wilschke on Tour Of Altec Branches

E. O. Wilschke, Altec Service operating manager, has left New York for a country-wide swing to the company's division and branch offices. His trip will terminate in Los Angeles, where he will confer with Altec Lansing officials on matters of manufacture and equipment, and also with the heads of studio sound departments.

Condon Overseas on Assignment for UA

Richard Condon has been engaged by United Artists to make a 90-day survey of advertising, publicity and exploitation activities on behalf of films produced for the company in Great Britain and Europe, Max Youngstein, UA vice-president, disclosed at the weekend. Condon, recently national director of advertising-publicity for RKO Radio, is taking a leave of absence from his position as vice-president of Norton and Condon, public relations firm. He will sail for Europe on Sept. 17.

In making the announcement, Youngstein said:

"Condon's assignment will take him to Great Britain and Europe to investigate, at first hand, the publicity activities being carried on by all of our producers making films there and to explore the possibilities for closer coordination of these activities.

"In his survey, Condon will develop the possibilities for pre-selling films made abroad particularly during their pre-production and production phases and will lay the groundwork for intensifying work with American correspondents overseas.

"Simultaneously, Condon will seek to develop methods for coordinating information and material from the producers and United Artists' publicity offices abroad for use by the home office in New York. To conduct his investigation, Condon will work with United Artists publicity heads in the various countries he visits."

Zenith Profits Rise In First 6 Months

CHICAGO, Aug. 23. — Zenith Radio Corporation has reported profits in the first six months of this year as $2,776,190, or 5.64 per share, compared with $1,336,357, or 2.71, in the first six months of last year. Profits for the quarter ending June 30 were $666,729, or 1.35 per share, against $235,115, or 51 cents per share, for the corresponding quarter of 1952.

Six-month sales were up to over 82 million dollars from slightly less than 47 million last year, and sales for the second quarter increased from $21 million in 1952 to $34 million this year, with TV sales alone having risen 150 per cent.

In addition to radio and television equipment and sets, Zenith also owns Phonovision, the subscriber-television system for which Commander E. F. MacDonald has been trying to obtain approval on a permanent basis from the Federal Communications Commission after a trial run here in Chicago several years ago.

Plan Radio-TV Drive For AA 'Cell Block'

CHICAGO, Aug. 23.—Harold Mirisch, vice-president of Allied Artists, told branch managers, in a two-day meeting at the Drake Hotel, that Terry Turner of General Teleradio Corp. has been retained to handle a special television-radio campaign in behalf of "Riot in Cell Block 11," now in production.

Mirisch also outlined plans for forthcoming product to the 31 managers attending the session.

AA president Steve Broidy, unable to attend the meeting, wired compliments and congratulations.

'Blondes' Gets 100 Extra Weeks: 20th

"Gentlemen Prefer Blondes" has booked more than 100 weeks of extra playing time in first-run situations throughout the country, 20th Century-Fox reports.

Among the theatres reporting holdovers are the Roxy, New York; Virginian, Atlantic City; Carib, Miami and Miracle, Miami; Chinese, Los Angeles; California, San Diego; Hippodrome, Baltimore; Rialto, Salt Lake City; Embassy, Reading; Majestic, Grand Rapids; Palace, Columbus; Criterion, Oklahoma City; Texas, San Antonio; Rialto, Louisville; Rialto, Wilmington; Kentucky, Lexington; Palace, Dallas; Paramount, Nashville; Norva, Norfolk; Century, Buffalo; Olympic, Utica; Paramount, Syracuse; Stuart, Lincoln; Fox, Spokane; Fox, San Francisco; Miller, Wichita; Carolina, Charlotte; State, Harrisburg; Albee, Cincinnati; Capitol, Scranton; Fox, Atlanta; Stanley, Philadelphia; Oriental, Chicago; Ridgeway, Stamford; United Artists, Detroit; Lincoln, Trenton.

Roxy to Honor BSA

The management of the Roxy Theatre here, in cooperation with the greater New York Councils of the Boy Scouts of America, will play host to some 100,000 Boy and Girl Scouts during the engagement of "Mr. Scoutmaster," which opens on Friday. The boys and girls will be permitted to purchase specially priced admission tickets.

Texas Move

(*Continued from page 1*)

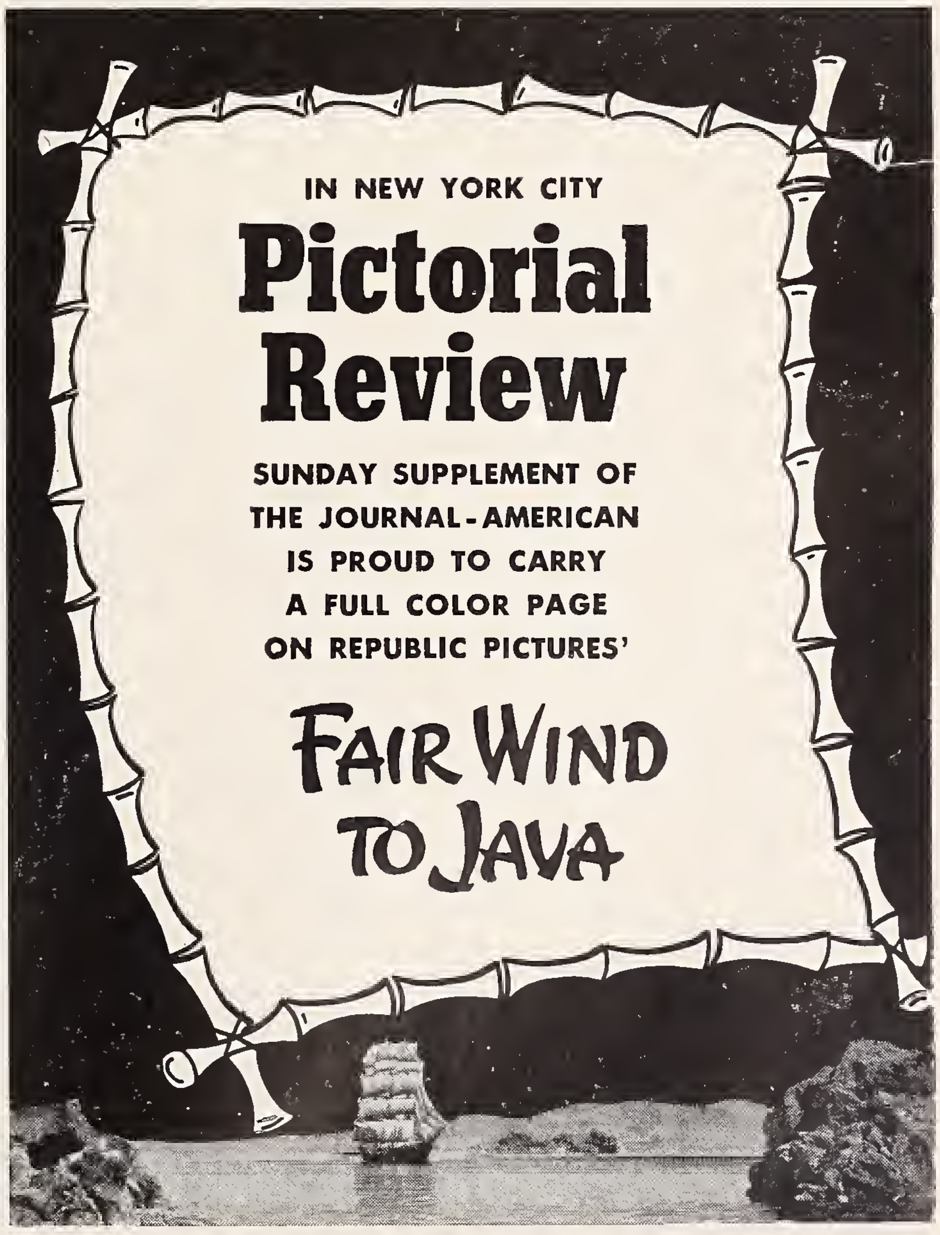
pledged to go beyond the end of the current fiscal year. After talking on the telephone today with Mr. R. J. O'Donnell, executive chairman of Texas COMPO, who is in Beverly Hills, and a majority of the executive board members, a special meeting has been called for Tuesday, Sept. 2, at which time it is hoped that there will be a reorganization of Texas COMPO with a long-range, intensified program.

"Mr. O'Donnell felt that he was expressing the opinion of all the supporters that both the Texas and national COMPO should, if possible and practical, continue, but develop on an even broader and more all-inclusive scale than ever existed before. Meanwhile, normal operations will continue."

Texas COMPO, an integral part of the national COMPO office, has functioned as a service organization for the particular benefit of the Southwest exhibitors as well as serving the industry in general.

New Conn. Drive-in

HARTFORD, Aug. 23.—The Manchester Drive-in Theatre Corp., of this city, has opened its newly-completed $100,000 Manchester Drive-in, at Bolton Notch, Conn. The project has a capacity for 550 cars. The principals are Bernie Menschell and John Calvocoressci of Community Amusement Corp., and Mrs. Frances Calvocoressci, all of Hartford.



IN NEW YORK CITY
Pictorial Review
SUNDAY SUPPLEMENT OF THE JOURNAL-AMERICAN IS PROUD TO CARRY A FULL COLOR PAGE ON REPUBLIC PICTURES'
FAIR WIND TO JAVA

Choose Three Films From This Country For Venice Festival

Three additional American films have been selected as U. S. entries for presentation at the 14th Venice Film Festival. They are "Tanga Tika," "Little Fugitive" and "Anatahan."

"Tanga Tika," documentary color film of Tahiti, was photographed, directed and produced by Dwight Long. "Little Fugitive," produced by Morris Engel and Ray Ashley and distributed by Joseph Burstyn, is scheduled for an early fall premiere here. "Anatahan," produced by Josef Von Sternberg, was filmed in Japan.

5-City Texas Debut For 'High Ground'

Dore Schary's "Take the High Ground" will be given a five-city Texas premiere starting Sept. 21. The M-G-M picture will have its first showing in El Paso on that date, to be followed on successive days in San Antonio, Houston, Dallas and Fort Worth.

Stars of the picture will attend the premieres which will be conducted along the Hollywood glamour lines. Following the premieres, the picture will be released for regular engagements throughout Texas.

Wayne-Fellows Has 3 Ready, 2 in Work

HOLLYWOOD, Aug. 23.—Wayne-Fellows has three pictures completed and ready for release and two in preparation. Warner Brothers, distributor of W-F productions, will have "Island in the Sky," starring John Wayne on screens early in September. This will be followed by "Plunder in the Sun," with Glenn Ford, and "Hondo," also starring Wayne. The latter has been made in 3-D.

Currently in preparation are "The High and the Mighty" and "Man-Killer."

College Film Awards Of SPG Presented

HOLLYWOOD, Aug. 23.—The Screen Producers Guild first annual intercollegiate awards were presented to winning universities tonight at the Academy Awards Theatre before a capacity invited audience embracing industry leaders, organizational executives, guild and union officials, educational and civic bodies, with the SPG president, Carey Wilson, declaring that the winning film, "Let Me See," is worthy of exhibition in any theatre in the world.

Awards were presented by Jesse L. Lasky to the University of Southern California, the University of Minnesota and the University of California at Los Angeles.

placement specialists
robert
motion pictures ☆ ☆
goldfarb
tv — radio — theatres
agency
1650 b'way • pl 7-8050

Television--Radio

with Pinky Herman

GEORGE FREY, vice-president in charge of NBC-TV sales, has revealed that nine new clients will join other participating co-sponsors of four programs including Max Liebman's "Your Show of Shows," "All-Star Revue," Dave Garroway's "Today" and "Name That Tune." . . . The American Federation of Labor will document its role in a pre-Labor Day exclusive telecast via CBSunday, Sept. 6, at 4:30 p.m. designed to show how united American labor combats Communism both here and abroad. Walter Kronkite will be the narrator of the program, "Labor '53," which will originate at WTOP-TV in Washington, D. C. . . . The Wilbur Stark-Jerry Layton package, "Ladies Choice," emceed by Johnny Dugan, attained a terrific Nielsen rating (for sustaining shows) of 8.3 and it's a safe bet that when the "Kate Smith Show" returns Sept, 18, NBChieftains will find another spot for the popular series.

☆ ☆ ☆

Archie Bleyer

Arthur Godfrey's latest singing discovery, Lu Ann Simms, cut four sides for Columbia Records over the weekend. Including the famed Red-Head himself, others in his assemblage who are recording artists are ork pilot Archie Bleyer, Frank Parker, The Mariners, Julius La Rosa, Janette Davis and McGuire Sisters. . . . Peter M. Robeck, general manager of Consolidated Television Sales, has just announced that during the firm's initial year of operations ending Aug. 1, 1953, it grossed more than $3,000,000 for syndication of its filmed TV programs. . . . Newscaster Bob Wilson will pinch-hit on the daily at 7:30 p.m. WNBC news for the next three weeks while Ben Grauer covers the European news fronts. . . . Armstrong's "Circle Theatre" starts its fourth year Tuesday, Sept. 1, with an NBC-TVehicle titled "Judgment," a dramatic family affair featuring Robert Keith and Larry Robinson and penned by Nicholas E. Baehr. . . . News and especial events manager Wm. R. McAndrew has sent out a hundred news NBCorrespondents all over the world to gather and film global happenings. No wonder our desk is piled daily with brief news items typed on postal cards from countries all over the world. Saving foreign stamps, anyone?

☆ ☆ ☆

This scribbler has traveled across the Continent several times but like thousands of fellow native New Yorkers, we'd never taken the sight-seeing boat ride around Manhattan Island. Thanks to CBS, Herb Shriner, Old Gold ciggie execs and Nick Keesely, we joined a party of about 200 on just such a cruise Thursday evening and what with the fried chicken, hamburgers, beans, and corn (eating variety and that offered by one of the nicest young comics on the air, Herb Shriner) the voyage proved a delight. Incidentally, our group consisting of CBS-television prexy Jack Van Volkenburg, Harry Ommerle, Dave Jacobson, Mrs. P. Herman and us'ns, were entertained by Dave, whose knowledge of buildings, landmarks and points of interest easily qualifies him for sight-seeing barker should he ever decide to foresake TV.

☆ ☆ ☆

Perry Como begins his fourth consecutive year tonite via CBS-TV for Chesterfield ciggies. . . . It had to come: TVaqueros (cowboys to you) have had almost no opposish for the moppet market but along comes Mitch Hamilburg and sells the first Western distaffer series to Canada Dry Ginger Ale. TV filmed series, "Annie Oakley," stars Gail Davis and telefilms will be CBSyndicated.

☆ ☆ ☆

LOTSA DOTS . . . Pat Meikle's WABDelightful "Magic Cottage" fantasies, absent for a year (much too long) will return early next month. Scripts are by Pat's hubby, Hal Cooper. . . . Aside to Marlo Lewis: Forget it. After all the many wonderful "Toast of the Town" shows, it figures that sooner or later you come up with a lemon like last Sunday's eggisode. . . . Congrats to Mutual's Bill Henry, who's been a radioracle for a decade and a half. Lotsa gab—but coming from a man like Bill it's listenable and enjoyable. . . . Therese Lewis, named by Fred Coe, story editor of all Coe Productions, is the author of several Rosalind Russell flickers and "Robert Montgomery Presents" TV programs.

Improved SWG Pact From TV Producer Signed on Coast

HOLLYWOOD, Aug. 23.—A contract with a television producer granting the same pay scale and a greater minimum employment guarantee than that won for week-to-week writers in the motion picture field, was signed here between Jack Chertok and the Screen Writers' Guild.

"An unprecedented benefit, not yet achieved from film companies, was the privilege of the author to reserve rights in the dramatic, publication, and commercial fields," said the SWG.

Richard Breen, Guild president, in giving a summary of the contract, revealed:

1. That the weekly minimum pay scale should be no less than that provided in the motion picture minimum basic agreement which currently is $250 per week, and that there should be a minimum employment guarantee of six weeks (films guarantee only two weeks).
2. That Chertok would not in any way under-cut the already signed TV free-lance contract through the employment of week-to-week writers.
3. That Chertok would accept the clauses won by the SWG in the free-lance TV field.
4. That provision is made in the contract for automatic credit arbitration when a week-to-week writer is involved; for social security, unemployment, etc., deductions.

Color Lab Equipment Ordered for Mexico

MEXICO CITY, Aug. 23.—Orders for color-film laboratory equipment have been placed with Ansco by Abelardo L. Rodriguez, Jr., son of the ex-President of Mexico, who heads Credito Cinematografico Mexicano, S. A., which finances the film industry and has extensive interests in producing companies and studios. It is expected that the laboratories will be in service by the end of fall.

IFE's Gualino Quits Italian Film Post

The board of directors of the Unione Nazionale Produttori in Rome will elect a new president at its next meeting to replace Dr. Renato Gualino, who has resigned the industry post, according to dispatches received here late last week.

Dr. Gualino's resignation was caused by his expanded activities as president of the IFE Releasing Corp., of which he is president, and Lux Films, which he also heads, it was stated.

Loop Books 'Luther'

CHICAGO, Aug. 23.—The Loop Theatre here, formerly known as the Telenews, has booked "Martin Luther" for its first Chicago showing, starting Sept. 25 at the conclusion of the first Chicago run of Disney's "The Sword and the Rose."

3-D
ELECTRIC INTERLOCKS—$295.00
5,500' Magazines (Set)—$295.00
Selsyn Motors Available
AFFILIATED ENTERPRISES CO.
85 Van Braam St., Pittsburgh 19, Penna.
ATlantic 1-1760

In the THEATRE Equipment World . . .

. . with RAY GALLO

"CURVASCOPE" is the name of a new screen frame developed by the Hollywood Curvascope Frame Co., Minneapolis, for wide-screen projection. Constructed of No. 1 dimensional lumber and laminated plywood, the frame is light in weight and assembled in three sections so that erection can easily be handled by two men. The manufacturer also states that it can be erected in less than 2½ hours in any theatre to fit any size screen. The frame can be built to any radius and degree of tilt, but each frame is so constructed that in a matter of minutes, at no extra cost, the radius can be changed from 80 to 120 feet, while the tilt can be changed from perpendicular to eight degrees. This, the manufacturer points out, enables an exhibitor to make corrections simply, inexpensively and quickly if he should later determine that the radius or tilt specified is not the most desirable. Head of the new company is S. M. Grengs, an exhibitor in the Minneapolis area for 25 years.

•

A new catalog on changeable copy displays has been issued by Wagner Sign Service, Inc., Chicago, manufacturers of attraction panels and letters. A free copy can be secured by writing to the company at 218 S. Hoyne Ave.

•

A special new switch for its frankfurter roller grill designed to keep some of the rollers hot and in motion while others run cold has been announced by J. J. Connolly, Inc., New York. The new switch was developed, the company explains, to enable operators to avoid waste due to too much heating during slack periods and at the same time permit the constant motion of frankfurters rolling back and forth—a device which attracts customer attention and helps "impulse" sales.

•

Discovery of a new friction compound, as used in the production of rubber floor matting, has led to improvements in the American Mat Corporation's line of mats, according to an announcement by D. W. Moor, president of the Toledo firm. The compound has been introduced into their deep-ribbed and smooth-surfaced "Do-All" rubber and cord runner mat and stair treads, he said, and, in addition to toughening the product it gives a high sheen to the Venetian Red, Erin Green, Delft Blue and Mosaic colors. The matting comes in rolls 35 inches wide; 20 feet, 2 inches long, and 1¼-inch thick.

•

A $1,500,000 fall popcorn promotion program, an important part of which will be beamed toward increasing sales in motion picture theatres, has been announced by the Popcorn Institute of Chicago. The campaign will be launched on Oct. 1 and continue through December.

Review

"Down Laredo Way"

(Republic)

REX ALLEN and his comic sidekick, Slim Pickens, have a rather new kind of adventure for themselves in "Down Laredo Way." It's a simple story about a motherless little girl whose father is a high-wire rodeo performer. He is about to marry his partner whom Taffy, the girl, dislikes. He discovers that his wife-to-be has a half-million in diamonds in her possession which she apparently smuggled into the country. Until he can clear things up, he hides them in the head of Taffy's doll. He falls from the high-wire at the next performance and is killed.

His girl friend, in cahoots with a shady judge, gets possession of his belongings and of Taffy. Then a frantic search begins for the diamonds. Rex and Slim are rodeo performers and friends of Taffy who discover, in time, the danger to the little girl. After an exciting chase and fight, the crooks are placed where they belong.

Though this Western has a little less riding and shooting than the usual quota, it makes up for this with an easy-to-follow story line and some pleasant sentiment. Incidentally, Rex Allen does no singing in the picture, which may or may not please his fans. All in all, it's a well-made Western which should satisfy its audience.

William Witney directed from a screenplay by Gerald Geraghty. Rudy Ralston was associate producer. Others in the cast are Dona Drake. Marjorie Lord, Roy Bancroft.

Running time, 54 minutes. General audience classification. August release.

WB-Zeiss Deal

(*Continued from page* 1)

utilized for the company's WarnerSuperScope wide-screen system, which employs a screen ratio of 2.66 to 1.

The deal was sealed by the payment by WB of about $150,000, as an initial installment to get production under way. As to distribution of the lenses, a WB spokesman said the lenses will be sold or rented to exhibitors on a flexible policy at the lowest possible cost.

The spokesman emphasized that WB is not in the equipment business and will distribute the lenses at cost. The lenses, it was stated, are compatible with standard projection machines. As to the cost to exhibitors, a WB spokesman said that it is too early to put a price tag on a pair of Zeiss-Opton anamorphic lenses.

Warner and Frank Cahill, director of projection and sound, inspected the Zeiss lenses at the factory in Oberkochen, Germany, and said that the results of the optical tests were perfect, Warner Brothers stated.

Initial Product Listed

Among the first pictures to be produced in the WarnerSuperScope process are the following: "Helen of Troy"; "A Star Is Born," starring Judy Garland and James Mason; "Lucky Me," starring Phil Silvers and Doris Day; "Rear Guard," starring Guy Madison; "Mr. Roberts"; "East of Eden," produced and directed by Elia Kazan, and "Giant," based on the Edna Ferber novel of the same name, to be produced and directed by George Stevens acting in association with Henry Ginsberg.

Lester Irwin Promoted

CLEVELAND, Aug. 23.—Lester Irwin, Paramount salesman here since 1938, has taken over the duties of office manager, head booker and sales assistant to Harry Buxbaum. As office manager and head booker, he succeeds the late Harry Roth.

Brandt Takes Laffmovie

The lease on the Laffmovie Theatre here will revert today to Brandt Theatres, the original owners. Martin Levine, Brandt executive, stated that the name of the house will be changed to the Empire and a policy of exploitation films will be established.

10 From M-G-M

(*Continued from page* 1)

"The Actress," Spencer Tracy, Jean Simmons and Teresa Wright.

In October, the lead off will be "Mogambo," starring Clark Gable, Ava Gardner and Grace Kelly; "Torch Song," Joan Crawford and Michael Wilding, and "Take the High Ground," Dore Schary production starring Richard Widmark, Karl Malden and Elaine Stewart. All three are in color.

"Kiss Me Kate" in November

In November, there will be "All the Brothers Were Valiant," starring Robert Taylor, Stewart Granger and Ann Blyth and "Kiss Me Kate," starring Kathryn Grayson and Howard Keel. Both are in color.

During December, there will be "Escape from Fort Bravo," starring William Holden, Eleanor Parker, John Forsythe and William Demarest, and "Easy to Love," starring Esther Williams, Tony Martin and Van Johnson. Both are in color.

Youngstein to Aid

(*Continued from page* 1)

ance of the post. German stated: "The amusements section of the Joint Defense Appeal drive is fortunate to have Max E. Youngstein agree to serve as chairman of its dinner committee. He has made invaluable contributions to the work of the Joint Defense Appeal over the years and his acceptance of this important post assures that the work of the Appeal in its vital task of protecting America's democratic liberties and building better relations among all people is receiving the strongest kind of support from one of the motion picture industry's outstanding figures."

The industry is aiding the Joint Defense Appeal in raising New York City's share of the $5,000,000 necessary to finance activities of the American Jewish Committee and the Anti-Defamation League of the B'nai B'rith.

Campbell Back in Ohio

CLEVELAND, Aug. 18.—Gordon Campbell, formerly RKO Radio booker in Detroit, has returned to the Cleveland office, where he was previously a booker.

Closed Houses

(*Continued from page* 1)

neighborhood and the "economic whole" suffer.

Despite current tribulations, investment in a theatre is not "automatically undesirable," Holmes said. He continued, "An answer to the financial problem may be found in a short time. Three-dimensional films, reduced local property assessments or elimination of the Federal admission tax, alone or in combination, may provide relief."

Holmes said that the film industry has weathered other storms and "with community understanding, it will revive and continue its function as a segment of neighborhood life and as an important means of cultural communication."

264 Boards Reported

The extent of the problem was revealed in the survey in which real estate boards in 264 communities reported that almost 1,000 theatres in all size cities had closed.

"Theatre buildings generally are single-purpose structures," Holmes said. "While conversions can be made, they require extensive structural transformation and are expensive. Consequently, prices paid for closed theatres can generally be said to represent a fair value for the land, plus a reasonable value for the walls of the buildings.

"Where the building is converted to a lesser use, it will depress nearby business locations," Holmes added. "Unfortunately, the lesser uses dominated the reports. There were scores of listings of storage facilities, both of a specialized and a general nature. There were garages and light manufacturing.

"Many of the closed theatres have been demolished, with numerous replies indicating they have been replaced with parking lots.

"Obviously, the function to which the theatre can be converted will depend largely upon zoning restrictions. In addition, some types of use require special licenses. Restaurants, bars, and dining clubs were reported, but these categories of business would not be acceptable in some locations.

"Private and quasi-private groups have purchased a number of the defunct theatres. YMCA, VFW, American Legion and trade unions are among the organizations acquiring title to available properties. A substantial number of the buildings have been bought by church groups.

"Enterprise competing for the recreation dollar has taken over the vacant theatre, according to a substantial number of reports. TV studios, radio stations, bowling alleys, live drama, wrestling and boxing arenas and penny arcades were listed.

"Some of the new uses, of course, result in improvement to the neighborhood, but the reports of the survey showed the predominantly depressing effect of the loss of a theatre business with or without the substitution of another commercial enterprise."

Turning to reports of theatres operating at a "break-even" point or "in the red," Holmes pointed out that deferred maintenance is speeding obsolescence in many instances. The unattractive show house loses further attendance, then cause and effect change place, and reduced box office further lessens income available for maintenance and repair, he explained.

'Blondes' Socko, N.Y.; VARIETY

'Blon Smash, Lo isville; VAR

'Blondes Torrid, Ba more;

'Blond Great, Frisco.;

'Blon Lush, Los ngeles; VA

'Bl Wham, Detroit;

'B Mighty, Chicago;

'Bl des Standout, Cincy; VAR

'Blo des' Very Big Philly; VAR

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 39 NEW YORK, U. S. A., TUESDAY, AUGUST 25, 1953 TEN CENTS

UK to Retain Restrictions On Conversion

Sending Only 2 Men to Monetary Pact Talks

By PETER BURNUP

LONDON, Aug. 24.—Despite the recent improvement in Britain's gold reserve position, free convertability of sterling remains only a remote hope and is regarded here as unlikly to figure seriously in the Washington talks next month on the extension of the monetary agreement with the American film industry.

It is understood authoritatively that the Board of Trade's representatives at the talks will have with them instructions to refuse any increased drawings on the dollar account.

The desirability of maintaining the present turn of American production here nevertheless is fully appreciated. Some adjustment or easement of the present agreement's provisions in that regard may be negotiated.

Incidentally, surprise was expressed privately in the Board of Trade at the

(*Continued on page* 4)

A.A. Lines Up Top Names for 15 New Season Pictures

Fifteen top productions with important name casts that have not been available to the company heretofore will be produced by Allied Artists during the coming season, Morey Goldstein, general sales manager, said here yesterday following a weekend sales meeting in Chicago at which he presided.

The full Allied Artists schedule comprises approximately 45 feature film releases of which the 15 already mentioned will be in the higher budget

(*Continued on page* 6)

90c-$1.30 Per Seat Are Terms for Fight

A guarantee of 90 cents per seat against $1.30 per seat for the admissions sold, whichever figure is higher, are the terms of the theatre telecast of the Sept. 24 Marciano-LaStarza heavyweight title bout, it was disclosed here yesterday by Theatre Network Television.

In three or four areas, it was added,

(*Continued on page* 6)

Budget Cuts Eliminate New Films from U. S. Program

WASHINGTON, Aug. 24.—Congressional budget cuts have forced the government's overseas film program to eliminate all plans for new film production and equipment purchases and to cut down drastically on other phases of the program.

The film division, it was learned today, has been tentatively allocated about $3,000,000 of appropriations for the current fiscal year, back to the 1950 level after three years of far greater appropriations.

J. Cheever Cowdin, former Universal Pictures board chairman, recently took over as head of the film division. Cowdin is refusing to comment on his plans pending further study of the effects of the budget cuts.

The figures graphically tell the story of the film division's situation. The original Truman January budget asked $114,500,000 for the International In-

(*Continued on page* 6)

'Oscar Morgan Week' Is Set by Paramount

Oscar A. Morgan, Paramount general sales manager for short subjects and Paramount News, will be honored by the company with the celebration of "Oscar Morgan Week" Oct. 25-31, it was announced here yesterday by A. W. Schwalberg, President of Paramount Film Distributing Corp. Each year at approximately this time for the past four years, Paramount has set aside a week in which all sections of the organization pay tribute to him.

Oscar Morgan

With the announcement of "Oscar Morgan Week" this year, Paramount divisions and branches throughout the country have pledged to Schwalberg

(*Continued on page* 6)

Potentialities of 3-D Unlimited: Huston

Opposition to what was described as "the general feeling in Hollywood that 3-D is going by the boards" was expressed here yesterday by producer-director John Huston.

Huston, who will leave tomorrow for London, expressed enthusiasm for the medium, saying that he would like to do a picture in 3-D although his present production plans do not lend

(*Continued on page* 6)

'Eternity' Still Is Leading Strong B'way Grosses

"From Here to Eternity" continued to lead the Broadway box-office parade this week as newcomers such as "I, the Jury" and "War of the Worlds" racked up sturdy grosses.

At the Capitol, a terrific $160,000 is estimated for the third week of "From Here to Eternity." By the end of the third week, the record-breaking picture will hit a total gross of about $500,000 at the house, with no indication of any marked drop in business.

The third dimensional "I, the Jury" at the Criterion is expected to rack up a sturdy $48,000 in its initial week. The second week of "The War of the World" at the Mayfair is expected to reach a solid $44,700. At Radio City Music Hall, a nice $172,000 is seen for the seventh and final week of "The Bandwagon." Bowing in at the Hall on Thursday is "Roman Holiday."

Dean Martin and Jerry Lewis will return to the Paramount stage tomorrow, with "Plunder of the Sun"

(*Continued on page* 4)

Small Houses Delay 3-D in Cleveland

CLEVELAND, Aug. 24.—Because of the high cost of 3-D and panoramic screen equipment, small theatres in both large and small towns in this area are understood to be delaying new equipment purchases. An adequate supply of regular pictures will see them through this year, theatre owners state, until the public decides whether to support 3-D, wide-screen, or both, and until the equipment costs come down to a level they can afford.

MGM In Move To Prevent Closings

Company Seeks to Help Houses in Distress

M-G-M will seek to keep distressed theatres open until admission tax relief can be considered by the next Congress, it is pointed out in a letter to exhibitor association presidents sent by Charles Reagan, general sales manager. Reagan asserts that the company feels that it is its duty to help in preventing theatres from closing and that "all possible aid" will be offered.

(Reagan told MOTION PICTURE DAILY that the company had no set formula in offering its help to keep theatres open, but that each situation would be handled on an individual basis).

In his letter, Reagan asks that the associations advise members who are in need of help to contact their local M-G-M branch managers. Reagan is particularly concerned about keeping open a theatre which is the only one

(*Continued on page* 6)

45,673 Playdates At Drive-ins for Lichtman Drive

What is believed to be a new record for a single major distributors' five-week representation at U. S. and Canadian drive-ins is said to be assured 20th Century-Fox during the "Al Lichtman Testimonial" period that officially gets under way on Sunday and runs through Oct. 3.

The division managers' committee in its weekly report to the home office yesterday disclosed that up to last Saturday the 38 branches in the United States and Canada had booked for the

(*Continued on page* 6)

IATSE Executive Board in Session

The annual meeting of the executive board of the IATSE got under way here yesterday with president Richard F. Walsh presiding. Nine vice-presidents plus Walsh and William P. Raoul, general secretary-treasurer, comprise the executive group.

Here for the sessions are Harland Holmden, Cleveland; James J. Bren-

(*Continued on page* 6)

Personal Mention

SIDNEY KRAMER, RKO Radio short subjects sales manager, returned to New York yesterday from New Orleans.

•

BARNEY TARANTUL, partner in the Burnside Theatre Corp., East Hartford, Conn., and MRS. TARANTUL are marking their 30th wedding anniversary.

•

GRAEME FRASER, vice-president of Crawley Films of Canada, has been named vice-chairman of this year's Red Feather campaign in Ottawa.

•

MERVYN DAVENPORT has returned to Downtown Paramount, Los Angeles, following completion of an assignment in San Francisco.

•

J. R. WATROUS, veteran exhibitor of Forest Grove, Ore., has turned over operation of his two theatres to his son, JOHN.

•

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, will arrive in New York Sept. 2 from Hollywood.

•

JERRY ZIGMOND, United-Paramount Western division manager, will be in San Francisco on Friday from Hollywood.

•

SAL ADORNO, SR., general manager of the M&D Theatres, Middletown, Conn., is marking his 74th birthday.

•

DAVID (DAN) ROSENTHAL, United Artists Cleveland branch manager, is in Euclid, O., Glenville Hospital.

•

LESTER DOWDELL, Warner booker in Cleveland, is recuperating at home following hospitalization.

•

DAN S. TERRELL, M-G-M publicity manager, will leave New York today by plane for Pittsburgh.

•

J. H. MCCARTHY, manager of the Warner Theatre, Memphis, has left there for Milwaukee.

•

RAY MCNAMARA, manager of the Allyn Theatre, Hartford, has returned from Cape Cod.

•

KENNETH MACKENNA, M-G-M studio story head, left here yesterday for Hollywood.

•

EDWARD O'CONNOR, head of M-G-M's activities in Japan, is here from Hollywood.

•

JOE LEAVITT, Cleveland projectionist, will be married Sept. 1 to MARIE ZELLEN.

•

CHARLIE KING, of Exhibitors' Service, Jacksonville, has left there for Atlanta.

•

WALTER TITUS, Republic Pictures executive, was in Atlanta from New York.

Top Industry Figures To Lecture at USC

HOLLYWOOD, Aug. 24.—Prominent motion picture executives will serve as guest instructors for a series of 18 evening classes on films at the University of Southern California, beginning with the fall term, which opens Sept. 11. Subjects will include editing, sound, processing, art direction, films for television, color, writing and documentation.

Among the visiting instructors will be Leo O. Kuter, art director, Warner Brothers; Sidney P. Solow, general manager, Consolidated Film Industries, in a course on processing; Joseph Westheimer, optical camera technician, also of CFI, lecturing on cinematic effects. Marvin Wald, writer-producer of Filmakers Pictures, RKO Radio Studios, will give a class on film writing, and Robert Joseph, publicity director of the same studios, is scheduled to lecture on public relations. Editing will be featured in a class by Carl E. Johnson, production assistant, Pat Dowling Pictures, with color photography the subject of a course by Harry Baskerville, Jr., owner of a business bearing his name.

Tea, Crumpets Greet 'Beggar's Opera'

A gala premiere which featured a "tea and crumpets party" under lawn umbrellas on New York's Third Avenue greeted Warner Brothers' "The Beggar's Opera" at its opening yesterday at the Baronet Theatre. The party attracted an S.R.O. audience which included high personages in the social and diplomatic life of the nation as well as leading stars of Broadway, radio and television.

The affair was covered for radio by NBC with Beth Holland, commentator, interviewing several of the more prominent persons present. Warner Pathe Newsreel cameras recorded the premiere for newsreel showings.

The presentation of "The Beggar's Opera" marks three cinematic "firsts." It is the first singing role of Sir Laurence Olivier; it is the first time the classic has been filmed in English; it is the first feature film to be directed by Peter Brook, prominent British director of theatre and opera.

Jack Warner Adds To WB Holdings

Jack L. Warner has purchased 5,000 shares of Warner Brothers common stock, increasing his direct holdings to 231,099 shares, the New York Stock Exchange reports. Trust holdings in which Warner is a beneficiary total 12,750 shares of common.

Wayne Cast for 'Mighty'

HOLLYWOOD, Aug. 24. — John Wayne will have the lead role in "The High and Mighty," forthcoming film version of the Ernest K. Gann novel, to be produced by Wayne-Fellows for Warner Brothers. William Wellman will direct. Production will start in the fall.

Same Buyer, Price For 'Hoppy' Films

HOLLYWOOD, Aug. 24.—The unusual litigation involving 200,000 feet of film shot by the late Harry Sherman during the years when he produced the Hopalong Cassidy westerns, and acquired from the Sherman estate last June by Hopalong Cassidy Productions, Inc., for $5,000, only to have Superior Judge Newcomb Condee vacate that sale Aug. 10 on a petition filed by the Sherman heirs, came full circle today when, at a sale "to the highest bidder" ordered by the court, the footage again went to the same buyer for the same price.

Moodabe Gives Order For 60 CinemaScopes

Michael J. Moodabe, OBE, governing director of Amalgamated Theatres, Ltd., New Zealand, reported here yesterday that negotiations have been completed with 20th Century-Fox to install CinemaScope in the more than 60 theatres of the circuit.

Moodabe revealed that "The Robe" will have simultaneous premieres on Oct. 23, at two theatres, the Civic, Auckland, the country's largest theatre, and the King's at Wellington.

Moodabe further disclosed that by Christmas 10 theatres will be completely equipped to show CinemaScope pictures, including "How To Marry A Millionaire" and "Beneath the 12-Mile Reef," and that the balance of the circuit's theatres will be equipped next year.

Pickman to Address Two Circuit Meets

Two meetings of circuit managers will be addressed today and tomorrow by Jerry Pickman, Paramount vice-president in charge of advertising-publicity. Pickman will discuss Paramount product, current and forthcoming.

The meeting today will be that of Stanley Warner Theatres' zone and advertising managers in Pittsburgh.

From Pittsburgh, Pickman will go to Lansing, Mich., to speak before a gathering of managers of the Butterfield circuit tomorrow. The Lansing meeting will mark the first time that all of Butterfield managers will gather together for business discussions.

Wingart to Talk at Meeting Of Stanley Warner Today

Earl W. Wingart, 20th Century-Fox merchandising manager is in Pittsburgh today to address a meeting of Stanley Warner zone managers, at the William Penn Hotel. His talk will center on CinemaScope, "The Robe" and other upcoming productions from the company in the new dimensional process.

Martin-Lewis in Albany

ALBANY, N. Y., Aug. 24.—Dean Martin and Jerry Lewis head a stage stage bill at the Fabian Palace here.

Skouras in Frankfurt For CinemaScope Demonstration

Spyros P. Skouras, president of 20th Century-Fox, and Murray Silverstone, president of 20th Centurv-Fox's International Corp., have arrived at Frankfurt, Germany, respectively from London and Paris, to host the first German demonstration of CinemaScope. The showing is set for today at the Metro Au Schwen Theatre, 20th-Fox disclosed here yesterday.

International Corporation executives Albert Cornfield, managing director for Europe, and R. A. Kreier, managing director for Germany, are also here to supervise the initial showing in this country of the dimension process.

Invited to see CinemaScope are prominent exhibitors who have assembled from all parts of the country, government officials, the press and theatre equipment manufacturers.

Following the program, Skouras and Silverstone will talk to the guests, outlining latest developments to introduce CinemaScope to European audiences by the end of this year when "The Robe" will have premieres in capital cities of the continent.

Fischer Named Aide To Kramer at RKO

A. H. Fischer, for the past seven years Midwest district manager for Republic Pictures, has joined RKO Radio as special representative of Sidney Kramer, short subjects sales manager, in the short subject and 16mm departments.

'Hunt' Distribution Set

Abner J. Greshler, producer of "Hundred Hour Hunt," has completed an agreement with George Roth and Dr. Arthur Epstein for distribution of the picture, which played six weeks at the Normandie Theatre here and will open Sept. 15 at the Carnegie Theatre in Chicago.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE BAND WAGON"
FRED ASTAIRE • CYD CHARISSE
OSCAR LEVANT • NANETTE FABRAY
JACK BUCHANAN
color by TECHNICOLOR • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
• in Person •
DEAN MARTIN & JERRY LEWIS
DICK STABILE AND HIS ORCHESTRA
Extra POLLY BERGEN
ON SCREEN
Plunder of the Sun
GLENN FORD DIANA LYNN PATRICIA MEDINA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MPAA Position on Production Code Is Reaffirmed

WASHINGTON, Aug. 24.—Kenneth Clark, information director for the Motion Picture Association of America, has reaffirmed the association's continued strong support of the Hollywood Production Code.

In an interview with "The Catholic Standard," Washington's Archdiocesan newspaper, Clark said that any reports that the code was to be scrapped were "nonsense" and that the members of the Association are still "solidly behind" the code. The Standard has been a leading attacker of "The Moon Is Blue" and expressed concern over reports that release of the film was the first step in a move to destroy the code.

Clark told the paper that the MPAA board had just "reaffirmed—strongly and unanimously—their allegiance to the code. There's absolutely no possibility of its being shoved into the background or ignored in its place in the industry." He explained that what the association is urging is the repeal of state and local censorship statutes.

Producers Oppose U.K. Group 3 Plan

LONDON, Aug. 24.—Independent producers here are showing increased opposition to the plan for turning over to British Lion the distribution of Group Three product, which is wholly financed through the National Film Finance Corp.

The Group heretofore has been concerned only with second-feature production but under the new plan it would engage in first-feature production. Independent producers and others protest that it is unfair that they be required to compete with an organization whose budget requirements are met with government money. The matter will be discussed at the next meeting of the Producers Association.

Director Zinnemann Starts 'Oklahoma!'

HOLLYWOOD, Aug. 24.—Claremore, Oklahoma, the original site of the "Oklahoma!" locale, will become location headquarters for the Rodgers & Hammerstein film production of "Oklahoma!" which will be made in the Todd-AO process with Arthur Hornblow, Jr., producing.

Hornblow and director Fred Zinnemann have left here with a full crew for Claremore to start filming background and process shots. From Claremore the unit will fan out over a wide area which will cover Oklahoma, Arizona, New Mexico and California.

V.C. Drawing to Aid Epilepsy Foundation

A drawing for two Cadillac sedans will be conducted on Oct. 1 by the New York Variety Club Foundation to Combat Epilepsy. The drawing will be held at the Westchester-Biltmore Country Club in Rye, N. Y. Tickets for the awards may be obtained now with a contribution of $10 each from crew members and barkers of the Variety Club of New York, Tent No. 35, which sponsors the foundation as its "heart project."

Review

"The Beggar's Opera"

(Wilcox-Olivier—Warner Brothers)

FASHIONED with the flourish and sweep that has become synonymous with an Olivier production, this operetta flows smoothly across the screen in a grand manner which is bound to please those who are patrons of this art form. Despite its excellence of production, it is probably best suited to class houses and special engagement runs. If your theatre features off-beat films such as this, then by all means offer this tasty treat to your patrons. They'll be grateful and your ticket sales should show it.

Of course, the major attraction of the color by Technicolor story in song, is Sir Laurence Olivier. Where Olivier's name signifies box-office draw as well as magnificent performance, a sure stimulant to business is indicated. As the gallant highwayman, Olivier will not disappoint those who have enjoyed his work in the past. His acting is more or less taken for granted now but his singing voice, heard herein, is a new treat in store for his followers. It is not a big voice or an exceptional one but it is clear, tender and pleasing.

Supporting Sir Laurence effectively are Dorothy Tutin and Daphne Anderson as the rivals for his love. Miss Tutin is charming as the sweet young wife of the dashing robber and Miss Anderson has captured just the right touch of the devil to make her role, as the saucy daughter of the jailer, believable.

As the comic keeper of the Newgate prison Stanley Holloway, who made his mark in "The Lavender Hill Mob," registers well. Aside from his talents as laugh provoker, Holloway is the possessor of a strong bass voice which rolls with the work's ballads and gives him the vocal honors. The other voices involved are competent and maintain the spirit of the theme but are not of the top-flight variety.

In the story familiar to many, Olivier, the highwayman, is doomed to hang in the morning and sits and waits until the sun comes up. A beggar in the prison shows him an opera he has written about the robber; Olivier sings a few notes and the story within a story unfolds. It tells of his love of wine, women and others' possessions. It shows how he has betrayed and been betrayed by women. In the finale, he is to hang but the opera offers the bandit a way out of his real position. The color, direction by Peter Brook, and the production by Herbert Wilcox and Olivier are all excellent. The main fault to be found is that at times the lyrics are not enunciated distinctly.

Also in the cast are George Devine, Mary Clare, Athene Seyler, Yvonne Furneaux and Margot Grahame.

Running time, 94 minutes. General audience classification. For special release, Sept. 26.

R. H. P.

Production Is Up, 26 Are Filming On the Coast

HOLLYWOOD, Aug. 24.—The production chart shows an increase of three points, for a total of 26 pictures in work. Seven new pictures were started and four were completed.

Started were: "House in the Sea" and "Riot in Cell Block 11," Allied Artists; "Battle of Rogue River" (Esskay Pictures), Columbia; "Man in the Attic" (Panoramic Productions, 20th-Fox release), and "Three Young Texans" (Panoramic, 20th-Fox), independent; "Night People," 20th-Fox; "The Far Country," Universal-International.

Completed were: "Gypsy Colt" and "The Flame and the Flesh," Metro-Goldwyn-Mayer; "The French Line" (Edmund Grainger), RKO Radio; "Hell and High Water," 20th-Fox.

35 Window Displays On 'Robe' Here

Thirty-five window displays in 15 department, specialty, jewelry and book stores and travel offices have been set to herald the premiere of 20th Century-Fox's "The Robe" at the Roxy here on Sept. 16.

Bonwit Teller is devoting eight windows to the picture from Sept. 8 to 15, while the Doubleday Book Shops also have allocated eight windows. Gimbel's is giving three windows. Actual costumes worn in the CinemaScope picture are featured in the displays.

Hearing on RKO Receiver Action

A hearing has been set for today in N. Y. State Supreme Court here on an RKO Pictures' motion to postpone to Sept. 14 the date for filing of answers to a derivative stockholders' action seeking the appointment of a receiver for the company.

The action, brought last week by Louis Schiff and Jacob Sacks, who described themselves as RKO Pictures stockholders, is returnable Aug. 31. The company obtained an order directing the plaintiffs to show cause today why the hearing should not be postponed to Sept. 14.

Plea to Be Opposed

The plaintiffs contend that continued unprofitable operations of the company justify appointment of a receiver to protect the interests of stockholders. A spokesman for RKO Pictures said the petition, of course, will be opposed by the company and that the postponement is being sought to obtain more time to prepare its answer.

Hughes to Chicago To Talk TV-Films

CHICAGO, Aug. 24.—Howard Hughes, president of RKO Radio, is scheduled to arrive here Wednesday afternoon for a meeting on Thursday with a group of Chicagoans to discuss release of old RKO pictures for showing on television, according to a local report.

GREAT MOTION PICTURES ARE PROCESSED BY *Pathé*

Want to break that FILM LAB BOTTLENECK in *Your* Movie Department?

PATHÉ'S NEW BOOKLET MAY HAVE YOUR ANSWER!

It shows you, step by step, how *Pathé's* newly enlarged facilities have justly earned for *Pathé* Labs its reputation for highest quality and finest service in the industry.

Pathé PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Phone today for your copy:
In Hollywood: HOllywood 9-3961
6823 Santa Monica Blvd.
In New York: TRafalgar 6-1120
105 East 106th Street

Both New York and Hollywood Have *Complete* *Pathé* Laboratory Facilities
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

B'way Grosses

(Continued from page 1)

on the screen. The Paramount's current attraction, "Master of Ballantrae," is expected to do a pretty good $53,000 for its third and final week.

"Mr. Scoutmaster" will have its premiere at the Roxy on Thursday, replacing "Gentlemen Prefer Blondes," which is forecast to do a substantial $95,000 for the last nine days of the sixth week. "The Sword and the Rose" is expected to do a fair $25,000 for its first week at the Rivoli. Holding up strong is the two-a-day "Julius Caesar" at the Booth, with another $14,700 indicated for its 12th week. "Stalag 17" continues to do good business at the Astor, where $29,000 is seen for the picture's eighth week. "This Is Cinerama" at the Warner hit a big $48,000 for its 12th week, ended Sunday.

Business Generally Strong in Chicago

CHICAGO, Aug. 24.—Business continues generally good at the first run houses here with the McVickers turning in another big week as "Man from the Alamo" and "Abbott and Costello Meet Dr. Jykll and Mr. Hyde" appears headed for at least $26,000 in its opening frame even with the top down to $.90 from last week's $1.25. Also doing very well are the Chicago, where "White Witch Doctor" should gross over $65,000 in its first week. "The Moon is Blue" is very strong, with $24,000 in its ninth stanza at the Woods.

Columbia's 3-D "The Stranger Wore a Gun" with two 3-D shorts raced to a fine $26,000 and "Gentlemen Prefer Blondes" is likely to top $27,000 in its fourth week at the Oriental. "All I Desire" opened very well at the Monroe and should hit $13,000 despite a drop after the panning of the picture by local critics. At the Grand "Dream Wife" sloughed off a poor $6,500 in its second week. "This Is Cinerama" continued to capacity at the Palace with half the seats for September already sold and the house sold out through Labor Day.

$36,000 for 'Eternity'

BOSTON, Aug. 24.—"From Here to Eternity" at $1.25 top took in $36,000 Saturday and Sunday at Loew's State and Orpheum theatres for a new record for a film at that admission price.

'Scoutmaster' Scores On Opening Days

In its initial 20 engagements, 20th Century-Fox's "Mr. Scoutmaster" is topping the grosses of "Titanic" and "White Witch Doctor," it was reported here yesterday.

In Pittsfield, Mass., the picture grossed $710 on its opening day, compared with $545 for "White Witch Doctor." In Springfield, Mass., "Mr. Scoutmaster" grossed $905 on the opening day, against $815 on "Titanic."

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

Asides & Interludes

—by James Cunningham

HALE AND HEARTY, keen of eye, with the mental alertness of some many years his junior, there resides out in Bellerose, Long Island, one of the few true remaining picture pioneers. His name is Charles Kessel, the one remaining mmber of the Kessel-Baumann triumvirate that made motion picture history back in the toddling days of a then truly infant industry.

Charles Kessel

How the Motion Picture Pioneers, dedicated to those who blazed the long, long trail from the nickelodeon to the picture palace, from the split-reel to the multi-million dollar multiple length feature, has overlooked Charley Kessel in their search for an honored pioneer guest so long, may be put down probably to one thing.

Many must believe he has passed on. Far, far from it. The man, who with his brother, Adam Kessel and Charles Baumann, both now dead, was responsible for the birth of the immortal Keystone Comedy Company, who brought to the screen Charles Chaplin, and who, at one time had on the same payroll Chaplin, Mabel Normand, Mack Sennett, Ford Sterling, Charley Murray, Louise Fazenda, Gloria Swanson, Fred Mace, Polly Moran, Marie Dressler, Phyllis Haver, Snub Pollard, and who first employed Thomas H. Ince, William S. Hart, Charley Ray, Louise Glaum, Enid Markey and a host of other silent screen immortals, is still in the picture business. In a way, that is.

All the vigor and energy of his 80 odd years is devoted each day during the school season to taking pictures of ambitious boy high school graduates throughout the Metropolitan area.

To those who still remember him (and among them is Adolph Zukor, who sends him a Christmas card each year with a warm personal message), Charley Kessel bears the distinction of having been one of the very first millionaires created by a young and an exciting industry. The millions have long since vanished, but the vision, enthusiasm and energy that built Keystone, a symbol of the world's laughter, still remain.

Charley Kessel's grasp on the present ramifications of the picture business, his fund of anecdotes and reminiscences of the days when he dispatched a telegram to the Karno Pantomime Company in search of an unknown actor whose name was thought to be Charles Caplin, should provide an unforgettable evening for those gathered to honor a celebrated guest at the next Motion Picture Pioneers' dinner.

We hereby nominate as our choice, a true and colorful pioneer—Charles Kessel.

☆ ☆ ☆

Happy Note Department **(A publicity release from Warners):**

"Burbank, Calif.—For the past two weeks, "Dial 'M' for Murder" has been shooting in the living room set of a London flat on Warner's Stage 4. For tomorrow, Director Alfred Hitchock happily announces a 'location' move to the bathroom."

Gross Exaggeration Department **(Copy from Ads in New York Newspapers):**

"But Wait Till Dr. Kinsey Sees 'Latin Lovers'—MGM's Romantic Technicolor Musical—Last 5 days—Cool—Loew's State."

Department of Hygiene **(From our Correspondent in Omaha):**

Dr. Edwin Lyman, Health Department Director, said he thought health authorities were over-cautious in banning reissue of 3-D glasses. He reminded that telephones could be a greater hazard, and declared, "even the air is not sterile."

☆ ☆ ☆

Within a radius of three city blocks in this great Rockefeller Center area, there are 200 modern shops, all well stocked, and all easily reached. The other day, the great Rockefeller management issued a booklet, entitled "Rockefeller Center Shops and Services." It listed purveyors of bagpipes, amethysts, furniture, parakeetes, shoes, zippers, addressing services, oodles of banks, candy and clothing shops, Christian Science practitioners, florists, garages, gifts, and so forth.

Not a line did they give to "Saloons." And we have the booklet at our side to prove it.

☆ ☆ ☆

A press release from the home office of RKO Radio Pictures predicts a great future for the company's motion picture, "The Sea Around Us." We believe "The Sea Around Us" has a great future. We base our prediction on the bald statement that was made by RKO researchers, looking for promotional material for the picture, who came up with the knowledge that "as many as 55,000 whales; 675 million pounds of tuna; 14 million pounds of halibut; one billion pounds of sardines, and 89 billion oysters are harvested from the sea annually."

Cod fish must be scarce.

☆ ☆ ☆

Gentlemen, put down your guns; the fighting is over.

Mary Hennessy relays a bulletin from Jack Rosenbaum's column in the San Francisco "News". It's a bulletin quoting producer Stanley Kramer, to wit:

"Three D's not for me or my pictures. It's just a circus stunt now. A fad that audiences won't take long with its inconveniences."

U.K. Talks

(Continued from page 1)

recent assertion by Eric Johnston, Motion Picture Association of America president, at a news conference that a larger than usual delegation will attend the Washington meeting from here.

The Board announced that, as before, it will send only a two-man party consisting of Sir Maurice Dean, second secretary to the Board and in charge of home trade, and Sidney Golt, in charge of the Board's Films Division. According to present plans, the two officials will fly to Washington on Sept, 21, well briefed by the Treasury.

Although the future of the Eady Plan will not have been established by the time of the Washinton meeting, the talks will proceed on the assumption that the need will not arise for a statutory enforcement of the plan. Officials are convinced that the trade associations here will have arrived at a compromise agreement for the voluntary continuance of the plan before the year's end.

As previously reported, the British representatives will give ample assurances, if they be sought, that there will be no increase in the film quota or other discriminatory action for the term of the new agreement.

High Terms Made Issue in England

LONDON, Aug. 24.—British exhibitors' resistance to higher rentals which they charge are being sought for 3-D films and special productions by some American distributors here has been marked by a general reminder to exhibitors from W. R. Fuller, general secretary of the Cinematograph Exhibitors Association of the recommendation of its general council that no terms over 50 per cent should be agreed to for any film.

Fuller mentioned in particular terms allegedly being asked by M-G-M for "Quo Vadis," and by Warner Brothers for "The House of Wax." Fuller said M-G-M's original demands included extended playing time, 50 per cent for the average of a number of best weeks and 70 per cent over, and increased prices. He said similar terms were asked for "Wax."

He also mentioned recent complaints that American distributors have insisted that supporting program subjects be included in a first-feature deal.

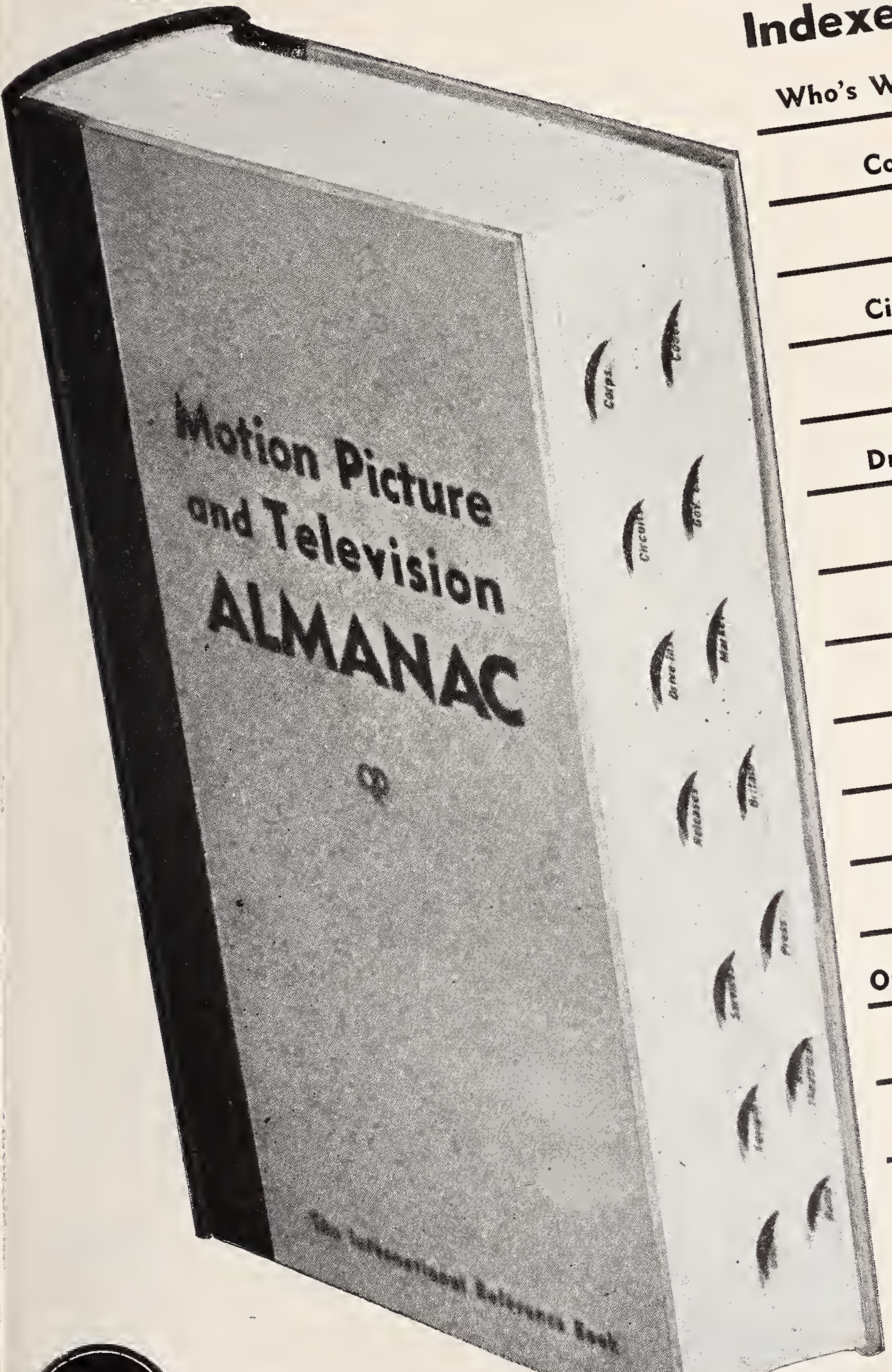
Warner's Arthur Abeles conceded that special terms were being asked for "Wax" but claimed that in very few instances had the resulting percentages exceeded 55. Metro's sales staff withheld comment.

'House' Rights Acquired

Stirling Silliphant, independent producer, has acquired the motion picture and television rights to "Five Against the House," Jack Finney story currently in "Good Housekeeping."

3-D
ELECTRIC INTERLOCKS—$295.00
5,500' Magazines (Set)—$295.00
Selsyn Motors Available
AFFILIATED ENTERPRISES CO.
85 Van Braam St., Pittsburgh 19, Penna.
ATlantic 1-1760

Like a library of fifteen volumes in ONE!


Motion Picture and Television ALMANAC
The International Reference Book

Thumb Indexed . . .

- Who's Who (1)
- Corps. (2)
- (3) Codes
- Circuits (4)
- (5) Award Winners
- Drive-Ins (6)
- (7) Television and Radio
- Pictures (8)
- (9) Great Britain
- Services (10)
- (11) Press
- Equipment (12)
- Organizations (13)
- (14) World Market
- Non-Theatrical (15)

The ALMANAC is the ONLY thumb-indexed reference book in this industry. It is referred to more often and by more people than any other reference book in the motion picture and television fields because:

- THE ALMANAC *requires much less time* (and no discouraging bother) to find the information you need. It is thumb-indexed in 15 organized sections, and . . .
- THE ALMANAC contains a wealth of reliable and useful information which is *not to be found in any other reference book.*

There just isn't anything like it. It is the only accepted "Who's Who and What's What" for the entire field. The revised, expanded new edition will be ready soon. To make sure of your copy, send your order *NOW!*

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1953-54
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.

Mail to—

Name . . . .

Address . . . .

City . . . . Zone . . . . State . . . .

A QUIGLEY PUBLICATION

The 1953-54 Motion Picture and Television ALMANAC

Budget Cuts

(*Continued from page* 1)

formation Administration, including $10,200,000 for the film program. The revised Eisenhower budget cut the IIA total to $87,900,000, of which $6,400,000 was to be for the film division. Congress finally voted $70,000,000 of new funds for IIA. IIA officials have now tentatively decided how to apportion this $70,000,000, and according to these plans, the film program will get only about $3,000,000. This is the amount the program had in the 1950 fiscal year. The film division had $10,200,000 in each of the 1951 and 1952 fiscal years, and had $7,100,000 in fiscal 1953.

No New Purchases

The $3,000,000 figure, it was reported, will mean no new film purchases and that no equipment can be bought even to replace existing equipment that wears out. It means a cut in the number of languages into which existing films can be translated, the number of prints that can be made of each language version, the amount of maintenance that can be carried out on existing equipment, and in other activities of the division.

Lichtman Drive

(*Continued from page* 1)

Lichtman Testimonial a total of 45,673 playing days for features at 3,044 of the 3,957 drive-ins in the two countries.

The report, submitted by division managers Herman Wobber, Harry G. Ballance, Moe A. Levy, Martin Moskowitz, Glenn Norris, Tom O. McCleaster and Peter Myers, showed also that in a single week, Sept. 13-19, a total of 1,004 drive-ins in 12 U. S. territories had booked to show 20th Century-Fox features every day for what amounts to 7,028 playing days in those areas alone.

Another item appearing in the report shows that during the first week of the testimonial, 453 theatres will be exhibiting "Gentlemen Prefer Blondes." This includes a day-and-date showing in every Canadian key city.

As of last week, a total of 38 feature re-issues also had been booked for the five-week period.

Oscar Morgan Week

(*Continued from page* 1)

a full-scale effort to achieve maximum bookings of short subjects and the newsreels.

Morgan, who has been general sales manager for short subjects since 1941, previously served for many years in various sales executive capacities with Faramount, and has been with the company for 39 years.

Vienna Lifts Ban on 'Man on Tightrope'

A dispatch from Vienna yesterday said that a Trade Ministry ban on "Man on A Tightrope" had been lifted. The ban had brought strong protests from American officials in Vienna who charged that the Ministry had raised no objections to Russian propaganda films such as "Meeting on the Elbe." "Man on a Tightrope" depicts the flight of a circus through the Iron Curtain out of Communistic Czechoslovakia.

To Prevent Closings

(*Continued from page* 1)

in a town. The letter to the association heads follows:

"The bitter disappointment of theatre owners who have been carrying on in the hope that relief from the 20 per cent Federal tax would have them from closing, may result in some communities being deprived of motion picture entertainment.

"We believe that motion picture theatres are an important avenue of communication to the government and that amusement is a vital necessity to the public during these uncertain times. We want to keep them open if possible, particularly the only theatre in a town or community.

"Because your association is close to these situations, if you know any who are in distress and have not indicated to our local branch manager their predicament, we will appreciate it if you will ask them to contact him at once in order that all possible aid can be given to enable them to remain open until the much needed relief from this unfair tax can have the consideration of Congress.

"We know that their closing will injure, if not destroy in some cases, many years of hard work and effort they have put in to give the people of their community a place to see motion picture entertainment, and we feel it is our duty to aid to prevent that happening even at a sacrifice to ourselves in our non-too-easy problem of keeping our own books balanced and still furnish good entertainment and relaxation to the American public.

"Your assistance in advising your members of our concern and of our desires in this matter will be greatly appreciated.

"Your acknowledgment of this letter will be appreciated."

Huston on 3-D

(*Continued from page* 1)

themselves to it. There are a number of subjects, in addition to horror stories, which could be very effective in 3-D, Huston maintained.

The producer, during his one-day stopover here from the Coast, discussed with United Artists officials release plans for his latest film. In London, he will complete the editing of the picture which, he estimates, costs in the neighborhood of $1,800,000.

Plans for three new productions were disclosed by Huston. One of the three, "Moby Dick," which will star Gregory Peck, will be released through Warner Brothers, he stated, explaining that WB, which holds the film rights to the title, has agreed to his production in return for a distribution deal. The other two, he went on, are "Matador" and a film based on a Rudyard Kipling story. He added that he has made no distribution commitments on the latter two. Huston expressed hope that he could begin shooting on the Kipling story in February, adding that the deal for the film rights is about to be closed. The Kipling story, he said, will be filmed in the Orient and will star Humphrey Bogart. The three pictures will be financed by Moulin Productions, the same group which financed "Moulin Rouge," he added.

Dislikes "Horizontal" Screens

Huston said that while he favors the use of wide-screen, he does not look with favor on "horizontal" screens, referring to those employed in conjunction with the anamorphic processes. "I don't believe the sacrifices are worth the effect," he maintained. His next three productions, he stated, will be filmed for wide-screen and stereophonic sound.

The producer said that the Production Code has "saved us from state censorship and political panaceas."

Services for Dunn

BOSTON, Aug. 24.—Leonard A. (Skip) Dunn, 55, former head of concessions for New England Theatres died suddenly of a heart attack Saturday. Funeral services will be held tomorrow at Lynnfield, Mass., with a Solemn High Mass at Our Lady of Assumption Church. He is survived by his widow and two brothers.

A.A. Lines Up

(*Continued from page* 1)

bracket. He asserted that Allied Artists is prepared to make pictures in any ratio in 3-D or any other new technique demanded by exhibitors.

One of the most important on the schedule, Goldstein said, will be an untitled picture to be made on location in Ireland in color by Technicolor and starring Yvonne DeCarlo and Barry Fitzgerald. Another in the higher brackets will be "Hold Back the Night," based on a best seller and dealing with the Korean war.

Only one picture in 3-D has been slated so far, Goldstein said. This will be "Dragonfly Squadron," starring John Hodiak.

Others in the lineup are "House By the Sea," starring Joan Bennett, Richard Conte and Wanda Hendrix; "The Annapolis Story," Technicolor; "Jennifer," with Ida Lupino and Howard Duff; "Fighter Attack," with Sterling Hayden and J. Carrol Naish, in Cinecolor; "Royal African Rifles," starring Louis Hayward and Veronica Hurst; "Arrow in the Dust," in Cinecolor and starring Sterling Hayden; "Riot in Cell Block 11," produced by Walter Wanger; "Slade," with Mark Stevens and Dorothy Malone; "Pride of the Blue Grass," with Lloyd Bridges and Vera Myles, and "African Fury," a jungle documentary.

Four "Bowery Boys"

In addition there will be four in the "Bowery Boys" series, four Bill Elliot action films, two in the "Bomba" series, four with Wayne Morris and four "Wild Bill Hickok" pictures with Andy Devine and Guy Madison.

It was announced in Chicago that Terry Turner of General Teleradio Corp. had been retained by Allied Artists to handle a special TV and radio campaign for "Riot in Cell Block 11." This marks the first time that Turner has started work on special television material simultaneously with the start of production.

Thirty-one branch managers, three division managers and sales executives from New York attended the meeting.

Griffin to San Francisco

SAN FRANCISCO, Aug. 24.—Merv Griffin will arrive here Thursday for stage and television appearances in connection with the opening of "So This Is Love" at the St. Francis Theatre.

Fight Terms

(*Continued from page* 1)

there will be a deviation from the standard terms decreasing the top figure to $1.20 per admission sold, while retaining the 90-cent guarantee. The undisclosed areas, it was explained, cover situations where theatre telecasts of fights in the past have not done as well as in other areas.

The TNT spokesman broke down the $1.30 charge per seat to theatres in the following manner: $1 will go to the International Boxing Club, which is promoting the event, to be held here in the Polo Grounds; 19 cents will cover long-line and production costs; and 11 cents will be payable to TNT.

IATSE Board

(*Continued from page* 1)

nan, Ramsey, N. J.; Roger M. Kennedy, Detroit; Felix D. Snow, Kansas City; Carl G. Cooper, Los Angeles; Harry J. Abbott, Philadelphia; Orin M. Jacobson, Tacoma, Wash.; Hugh J. Sedgwick, Hamilton, Ont., and Louise Wright, Dallas.

The board will adjourn tomorrow afternoon until Friday morning to permit the executives to visit the Will Rogers Memorial Hospital at Saranac Lake on Thursday.

Brewer Quits IATSE Over Policy Hassle

HOLLYWOOD, Aug. 24.—Differences of opinion on policy matters moved IATSE international representative Roy M. Brewer to tender president Richard Walsh his resignation, Brewer confirmed today following reports received here Sunday from New York that the general executive board would have his resignation before it for consideration during the meeting this week. Brewer today was continuing to conduct IATSE affairs until disposition of his resignation is decided upon.

Started in 1945

Brewer, who came here in 1945 and was prominent in IATSE movements which led to settlement of the strike which was raging at that time, told MOTION PICTURE DAILY he considers the Hollywood activities of IATSE must be conducted on a large scale to keep abreast of operations throughout the industry, and that it was a difference of opinion on this point that motivated his resignation. He said he has not yet received a response to his letter offering the resignation, but expects it will be accepted.

The Brewer resignation precedes by a fortnight the re-opening of negotiations between IATSE locals and major producers for wage increases, discussion of pensions and other considerations.

Dual Bills in France Again OK'd by Gov't

Double feature bills, banned in France by governmental edict since 1940, have again been approved, according to dispatches received here from Paris. One of the two pictures, under the new ruling, must be at least 10 years old.

Slim attendance at the motion picture houses under the no-dual ruling is believed to have caused the authorization of the double-bill policy.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 40 NEW YORK, U. S. A., WEDNESDAY, AUGUST 26, 1953 TEN CENTS

Starr Says All Should Follow MGM Aid Plan

Praises Move to Help Distressed Houses

Expressing the hope that other distributors would follow M-G-M's project for keeping distressed theatres in operation, Alfred Starr, president of the Theatre Owners of America, has described the move as being "beneficial to the entire industry." In a letter to Charles Reagan, M-G-M general sales manager, Starr said he would convey the information to the entire TOA membership.

Starr's answering letter to Reagan, who had advised all exhibitor association presidents of the M-G-M plan, stated that Reagan's message underlined the point that it is impossible to blanket all theatres under a national sales policy, adding that the "terms and conditions of exhibition which you impose

(*Continued on page* 6)

Palca Says 'Freak' Pictures Pay Off At Box-Offices

It is the "gimmick" or "freak" picture that is making money at the box-office today, in the opinion of producer Alfred Palca, who believes that the star system has taken another step backward. Palca, who recently completed "Go, Man, Go!" featuring the Harlem Globetrotters, points to product dealing with outer space and fantastic beasts as the type that is doing big business, without the benefit of big names.

Palca regards his latest picture as

(*Continued on page* 6)

Cusick Will Make Feature Abroad

Peter Cusick, independent producer, plans to produce a feature in England and Europe with an American director and star, the screenplay to be based on an original by Harry Kurnitz. Shooting of the picture, "Winter Fury," will begin next February. It will be produced as a British quota film by Film St. James, American-British firm.

Cusick's last production was "The Long Dark Hall," with Rex Harrison and Lilli Palmer. It is now being distributed by United Artists.

Deny Hughes-TV Sales Report

HOLLYWOOD, Aug. 25. — Reports emanating from Chicago to the effect that Howard Hughes would be there tomorrow to discuss the sale of old RKO Radio pictures to television were described here today by a company spokesman as being "completely ridiculous."

Slate Mayer-Fabian Talks on Cinerama

Cinerama production plans will be discussed this week, possibly today, at a series of meetings between L. B. Mayer, board chairman of Cinerama Productions, and Si Fabian, president of Stanley Warner.

This was disclosed following yesterday's board meeting of Cinerama Productions, attended by Mayer. The board, it was learned, reviewed the operations of the company since the sale of its exclusive Cinerama exhibition, distribution and production rights to Stanley Warner. It was also decided at the meeting to continue Mayer as board chairman and Merian C. Cooper as vice-president in charge of production.

The forthcoming Mayer-Fabian conferences in all probability will take in the properties, "Joseph and His

(*Continued on page* 6)

Eyes Dallas, Frisco On Cinerama Sites

Lester Isaac, general manager of exhibition for Cinerama, will leave here tomorrow for Dallas and San Francisco on a continuing survey of additional theatre locations under Stanley Warner-Cinerama's new policy of multiple installations.

Isaac has just returned from Montreal where sites for a possible Cinerama installation were inspected.

Summer Take In First Runs Ahead of '52

By AL STEEN

Key city first run grosses since June 1 have been running substantially ahead of those of the corresponding period last year, with the exception of two weeks approximately a month apart. A checkup with sales departments and major circuits reveals that the biggest jump in first-run business, compared with the same seven-day period in 1952, was the week of July 19, when grosses reported from approximately 25 cities were more than $500,000 ahead.

The only periods that showed a decline from those of last year were the weeks of June 21 and Aug. 5. A tabulation shows that the week of June 21 was down by approximately $300,000 compared with the same week last year, while the week of Aug. 5 was down by around $250,000.

Stronger product is given as the principal reason for the upswing, although the novelty of 3-D and wide screen also is credited with improvements. Based on an over-all estimate from about 220 first-run theatres,

(*Continued on page* 3)

Worldwide Coverage For 'Robe' Opening

Globe-girdling radio coverage of the Sept. 16 world premiere of 20th Century-Fox's CinemaScope's "The Robe" has been set through arrangements concluded between the company and 15 countries of the Voice of America, the British Broadcasting Co. and international station WRUL.

The fifteen countries operating through the facilities of the Voice of America will broadcast on-the-spot coverage based on taped interviews with important personalities and de-

(*Continued on page* 6)

New York Leads in Number of 3-D Installations, with 450 Equipped

Approximately 450 theatres in the New York exchange territory are now equipped for 3-D presentations, a checkup here revealed. The Los Angeles territory ranks second with 260, while Dallas is a close third with 231.

Tabulations of 3-D equipped houses in all exchange areas are in work, but results of a survey in 19 territories in the U. S. and Canada show a total of approximately 2,625.

The box-score in the other areas which have been checked so far reveals the following number of installations: Boston, 187; Washington, 187; Atlanta, 170; Detroit, 153; St. Louis, 132; Oklahoma City, 102; New Orleans, 100; Cincinnati, 100; Charlotte, 105; Jacksonville, 62; New Haven, 58; Memphis, 39; Seattle, 34; Portland, 25; Montreal 24; Calgary, eight.

RKO Radio Is Out of 'Red,' Court Told

Cite Current Profitable Operations in Suit Here

By MURRAY HOROWITZ

RKO Radio Pictures is operating at a profit at present and the current trend indicates that this condition will continue, the New York State Supreme Court was informed here yesterday by William H. Clark, treasurer.

Clark's testimony, the first public statement by an RKO official that a turning point has been reached by the company, was in the form of an affidavit, filed in connection with a derivative stockholders' action seeking the appointment of a receiver for the company. The testimony was underlined by Roy M. McDonald, counsel for RKO, who told the court that the company is "entirely solvent."

The occasion for expressions of strength by RKO representatives was a hearing directing the plaintiffs to show cause why the hearing on the receivership action should not be postponed from next Monday to Sept. 14. The court, in effect, granted the motion of RKO Pictures seeking to postpone the hearing. Following as-

(*Continued on page* 3)

I.F.E. Sets Expanded Autumn and Winter Release Schedule

Acquisition of four new features to head I.F.E.'s fall and winter release schedule was announced by Bernard Jacon, I.F.E. vice-president in charge of sales, at a luncheon at Leone's here yesterday to New York Metropolitan area exhibitors and trade press representatives.

The new productions are: "The Golden Coach," Italy's

(*Continued on page* 3)

Brewer Status Gets No Walsh Comment

Richard Walsh, international president of the IATSE, continued his "no comment" policy yesterday on Roy Brewer's resignation as international representative of the IATSE in Hollywood. All aspects of the reported differences of opinion on policy between Walsh and Brewer were said to have been under discussion by

(*Continued on page* 3)

Personal Mention

STANTON GRIFFIS, chairman of Paramount Pictures executive committee and former U. S. Ambassador to Spain, is en route from New York to Madrid aboard the *S.S. Constitution.*

◆

Robert S. Benjamin, chairman of the board of United Artists, will return here tomorrow by plane from London.

◆

Charles Baron, formerly field representative for Columbia Pictures in Buffalo, has joined United Artists in the same city.

◆

Robert T. Murphy, general manager of the Century Theatre, Buffalo, has left there for a stay at Blue Mountain Lake, N. Y.

◆

H. M. Bessey, executive vice-president of Altec Service Corp., is on the last leg of a trip that took him from New York to the Midwest and Coast.

◆

Dan S. Terrell, M-G-M publicity head, will return to New York today from Pittsburgh.

◆

Lawrence Weingarten, M-G-M producer, will arrive here by plane on Saturday from Hollywood.

◆

Mel Ballerino, M-G-M set director, will arrive here by plane on Sunday from the Coast.

◆

Arthur Davis, of Arthur Davis Associates, has returned to New York by plane from Europe.

◆

Larry Golob, Eastern publicity director for Warners, has left here for Hollywood.

◆

Sam Harris, partner in the State Theatre, Hartford, and Mrs. Harris have returned from Europe.

◆

Sam Zimbalist, producer, is in New York from Hollywood.

Todd-AO Is Shown To Industry Leaders

BUFFALO, Aug. 25. — George Skouras, Mike Todd, Nicholas Schenck, Joseph Vogel, Spyros Skouras, Jr., Arthur Loew, Ned Depinet and a dozen other industry heads, were here recently to view the Todd-AO 65mm. new projection process in the Regent Theatre, which has been rented for an extended period for tests of the system. The executives flew in from New York and planed back the same day.

Fred Waller Profiled

"The Man Who Blew Up the Movies" is the title of a feature about Fred Waller, the inventor of Cinerama, upcoming in the September issue of "The American Magazine," which will reach the newsstands tomorrow.

Mexican Workers Get A Pay Raise

MEXICO CITY, Aug. 25.—The oddest ending of a Mexican film trade strike is that of the technical and manual locals of the Picture Production Workers Union that started July 31 against 19 Mexican producers. Strikers' and producers' representatives agreed to end the conflict at a meeting of the Producers Association that became so heated that president Cesar Santos Galindo tendered his resignation, shouting that he was sick and tired of labor troubles in the trade. His resignation was refused and he was persuaded to serve out his year term.

The producers agreed to allow shorter working time, the reduction to be determined later, a 20 per cent pay hike and a paid holiday after each four weeks of steady work. The strikers had demanded a 40-hour week and a donation to their savings fund of four per cent of total pay. The strike will formally end and production will resume when the laborites and producers sign a peace pact; that is expected before Aug. 31.

Mexican Production Outlook Not Bright

MEXICO CITY, Aug. 25.—Annual production of at least 150 pictures to allow a profit and a yearly output of no fewer than 112 to make expenses are needed by local studios—Churubusco, Tepeyac, San Angel Inn and Clasa—the trade estimates, but it is doubted that there is market enough at home and abroad for 150 pictures, or even enough domestic and export playtime for 112.

The new-high production of 110 in 1950 is still regretted as many of those pictures were very poor box-office and many haven't yet been exported because of lack of interest in them abroad.

Taub Sets 1st Stage Show for Hispano

William L. Taub, artists' manager and president of the Hispano Theatre here, has lined up the attractions for the first stage show in the newly remodelled theatre which will operate on a combination film and stage policy, starting Sept. 11. Initial bill will headline Ana Maria Gonzales, Mexican RCA recording star, together with Mario, Mexican comic, and Alonzo and his All-Star Revue. Rene Touzet and his Latin American Rhythm Band will supply the music.

First-run Spanish pictures will be the film policy. Taub says 3-D Spanish pictures will be offered shortly.

Biography by DeMille

HOLLYWOOD, Aug. 25.—Cecil B. DeMille has signed a contract to write his autobiography, it was announced by Prentice-Hall, New York publishers. The agreement was signed by DeMille and Howard Goodkind, editor-in-chief of Prentice-Hall, who came to Hollywood from New York to complete the contract. Tentative publication date is 1955.

Terrific Increase in Canadian Imports

OTTAWA, Aug. 25. — There has been a sharp gain in imports of films into Canada, rising to $3,324,000 in the first five months compared with $2,564,000 last year in the same period, the Canadian government reports.

Portland Paramount In New Hands Nov. 1

PORTLAND, Ore., Aug. 25.—The 3,000-seat Paramount here, effective Nov. 1, will be operated under the management of Portland Paramount Theatres Corp., of which M. M. Mesher, formerly Evergreen Theatres district manager, is president. The house currently is being operated by Evergreen.

The Paramount will be equipped as soon as possible, said Mesher, with wide-screen, stereophonic sound and other mechanical improvements. The house already is equipped for stage attractions.

With the transfer of the Paramount to PPTC, there will be four companies in the Portland first-run field; J. J. Parker Theatres, Hamrick Theatres, Evergreen and Paramount.

White, Lambert to Rome for Magna

George White, supervising editor for Magna Productions and personal assistant to Mike Todd, production head, and Stanley Lambert, sound technician, left here last night by Pan American Airways for Rome to join Todd and Harry Stradling and "Skippy" Sanford, cameramen, for the filming of pageantry scenes in connection with one of the Magna productions.

White has been an M-G-M editor for 23 years and Lambert had been with the same company for 25 years before joining Magna. They will be gone from six to eight weeks.

Offer New Aluminum 3-D Reel Magazine

CLEVELAND, Aug. 25.—A new type all-aluminum magazine for large 3-D reels, is being manufactured by Theatrecraft Manufacturing Corp. of Cleveland. David Sandler, president, states that this magazine, for both upper and lower projection location, is guaranteed against ordinary damage for five years, being designed especially to withstand the strain of large reels.

Prices 25% Lower For Windsor 3-D

WINDSOR, Ont., Aug. 25.—Reduced prices for 3-D pictures have been established at the Vanity Theatre here, with a top of 75 cents for "It Came from Outer Space." This compares with a former top of $1. H. Taylor, manager of the house, stated that the disposable type of glasses is being used exclusively.

Lee Hat Co. in Deal For Large-Screen Color Video

A large screen commercial color telecast deal, to preview new fashions of the Frank H. Lee Co., manufacturers of men's hats, has been consummated by Theatre Network Television.

The closed circuit telecast will take place in the grand ballroom of New York's Hotel Plaza on Sept. 30, with some 500 Lee dealers and individuals in the men's field slated to attend. Nathan Halpern, TNT president, commenting on the deal, said the Sept. 30 telecast will be a harbinger of future theatre telecasts, once color TV equipment is available for theatres.

James B. Lee, president of the hat manufacturing firm, said, "this method may well serve to introduce a dramatic new concept in marketing, aiding in the previewing of fashion merchandise."

Romney Joins TNT

Richard Romney has joined the staff of Theatre Network Television as a production assistant, it was disclosed here. Romney was associated with TNT previously as assistant director of its production of Bizet's grand opera, "Carmen."

CinemaScope Data In Altec Bulletin

A special bulletin dealing with CinemaScope has been issued by E. O. Wilschke, operating manager of Altec Service Corp., to all members of the company's technical field staff. Comprising eight pages of technical data, it provides information concerning installation and adjustment of the new process.

Altec has worked in close unison with 20th-Fox in supervising virtually all CinemaScope demonstrations.

'Roman Holiday' Bow To Benefit Hospital

LOS ANGELES, Aug. 25.—Through the cooperation of Charles P. Skouras, president of Fox West Coast Theatres Corp., a benefit premiere of Paramount's "Roman Holiday" will be held Sept. 14 at the Village Theatre in Westwood. Proceeds will go to the building fund of the Santa Monica Hospital.

Industry Supporting Lux

BUFFALO, Aug 25.—A large group of exhibitors, distributors and others identified with the industry, were guests here yesterday of the Non-Partisan Show Business Committee working in hehalf of Elmer F. Lux, head of Elmart Theatres, who has been endorsed for mayor of this city by the Erie County Democratic executive committee.

Rank Acquires 'Enemy'

J. Arthur Rank, Ltd., will distribute in Canada "Public Enemy Number One" in accordance with an agreement concluded with the co-producers of the picture, George F. Foley and Jacques Bar.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

I.F.E. Program

(*Continued from page 1*)

first film in color by Technicolor, directed by Jean Renoir, and with Anna Magnani in her first English-speaking role; the new Ingrid Bergman picture, tentatively titled "Europa 51," directed by Roberto Rossellini and co-starring Alexander Knox; "The White Hell of Pitz Palu," an English language remake of the adventure film of mountain climbing, and "Sensualita," in English and introducing Eleonora Rossi-Drago.

"Golden Coach" and "Europa 51" head the company's fall release program which also includes six dubbed pictures and two Italian language, English sub-titled features, Jacon disclosed.

Schedule Itemized

The schedule is as follows:

September: American language versions of "The Little World of Don Camillo" and "Three Girls from Rome," and the sub-titled "Bellissima." October: "Europa 51" and the American language version of "The Secret Conclave," and "Times Gone By," subtitled. November: "The Golden Coach," "White Hell of Pitz Palu" and "The Young Caruso," American language versions. December: "Sensualita," American language version.

Yesterday's luncheon marked the end of I.F.E.'s first six months of activities, providing company executives an occasion for acknowledging exhibitor support during the period and disclosing plans for the future.

Jacon said I.F.E.'s distribution activities are based on the following four-point program: dubbing into American language those films which have entertainment value for the whole American motion picture audience; providing a continuous supply of product to regular, specialized and Italian-American theatres; maintenance of a national sales organization to service exhibitors, and providing a merchandising program to support each release on a basis comparable to that provided equivalent Hollywood product.

"No 'Sluff' Pictures"

"There are no 'sluff' pictures on the I.F.E. release schedule," declared Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation. "Every one of our pictures comes to the exhibitor pre-sold and supported by a hard-hitting promotion campaign."

Outlining a plan to establish field exploitation offices in each of the organization's five division areas, Rosenfield announced that such a set-up has just been arranged in Los Angeles with Henry Levy handling exploitation and publicity activities in conjunction with Western division manager Alex Cooperman's sales activities.

William Brandt of Brandt Theatres spoke of his impressions of production activity in Rome as witnessed on his recent visit there. E. R. Zorgniotti, executive vice president of I.F.E. Releasing Corp.; Bernard Lewis, promotion manager; Fred Goldberg, publicity manager, and Phil Levine and Dr. Leandro Forno, who handle sales and publicity, respectively, for the Italian-American film program, were introduced by Seymour Schussel, Eastern division manager and assistant to Jacon, who presided.

Brandt said he was impressed by the activity of Italian film studios and the quality of seven new pictures he had seen while in Rome. "American producers," he said, "should look to their markets abroad." Real competition for playing time is in sight, he said. Brandt said he was less impressed with the status of film production in France, where equipment, confiscated by the Germans during the war, has not been fully replaced yet.

Good Summer Business in Italy

Italian theatres, Brandt said, are doing well in summer time without air conditioning. The explanation, he believes, is in the available product coupled with the fact that there is no television or radio competition.

Others who were present at the luncheon were Harry Brandt, Martin Levine, Dan Triester, Bob Sherman, Sam Goodman, Marty Wurtsburg, Jack Hattam, Paul Behrke, George Trilling, Bernie Meyerson, Dave and Ben Weinstock, Jack Birnbaum, Irving Kaplan, Jesse Chinick, Clem Perry, Norman Elson, Larry Morris, Jack Harris, Arthur Waykoff, Morty Lightstone, Ernest Emerling, Matty Polon, Al Sicignano, Bernard Levy, Joe Becker, Jules Liggett, Seymour Florin, Nat Moll, Roy Olson, Joe Ingber, Lou Wolff, Dick Brandt, Harry Goldstein, Jack Gelber, Maury Miller, Walter Reade, Jr., Julius Jolson, Harold Klein, Joe Ornstein, Leon Rosenblatt, Sam Einhorn, Nat Harris, Irving Remner, Archie Berrish, Lou Fischler, Leo Brecker, Walter Brecker, Harold Spiro.

Also, Plato Skouras, Martin Quigley, Sr., Sol Strausberg, George Schwartz, Sherwin Kane, Fred Hift, Chester Friedman, Jack Harrison, Irving Hoffman, Leonard Coulter, Al Picoult, Tom Kennedy, Chester Bahn Joe Priori and Mel Konecoff.

Review

"Mr. Denning Drives North"

(*Carroll Pictures*)

PACKED into the 93 minutes running time of this British film are more than enough moments of genuine suspense and clever light dialogue to mark it with the stamp of audience interest. Two of England's top stars, John Mills and Phyllis Calvert, lend creditable performances to the production and prevent the story from disappearing into the various pitfalls that are placed in its path by Alec Coppel's adaptation of his novel. When the action tends toward the mysterious, it is far better than average and when it deals in the comic, the laughs are of the healthy variety.

The first half of the picture is strictly a melodrama. Mills, a successful aircraft manufacturer, has accidentally killed a blackmailing villain who has been attempting to take advantage of his daughter. In a moment of emotional instability, he drags the body off and plants it to appear as if the confidence man was killed in an accident. The failure of the body to be discovered, drives Mills to a state of torment and attempted suicide. He eases the burden by confiding to his wife, Miss Calvert, and they try to solve the problem.

All seems to be going well until Sam Wanamaker, lawyer and fiancee of Mills' daughter, enters the picture and proceeds to unintentionally rip apart Mills' plan. The inquiries and the unexpected events that lead first to freedom and then to seeming conviction help keep one glued to his seat. The eventual solution is not too difficult to digest and all ends well.

Although some of the heartiest laughs are provided in the final minutes of the film, the closing also spoils, to a degree, the believability of the production. There are so many climaxes and happy and unhappy endings offered that the true conclusion loses some of its power.

Anthony Kimmins directed and collaborated on the production with Stephen Mitchell. Others in the cast include Eileen Moore, Herbert Lom, Raymond Huntley, Russell Waters, Wilfrid Hyde White, Freda Jackson, Trader Faulkner, Sheila Shand Gibbs and Bernard Lee.

Running time, 93 minutes. General audience classification. September release.

R. H. P.

Brewer Status

(*Continued from page 1*)

the members of the executive board who are now in session in New York.

Brewer stated on the Coast that a controversy had been created over the scope and activities of the Hollywood office. Brewer believed that they should be expanded to meet increasing problems. He said that Walsh was of the opinion that they should be reduced.

"I could not see how the responsibilities of the office could be carried out properly by the program he had outlined," Brewer said. "After careful consideration I asked him to find a replacement. I have offered to remain until after negotiations have been completed if he wants me to."

On Monday, Walsh stated that he had not received Brewer's letter of resignation. It is believed generally that if the differences cannot be patched up during the current sessions of the executive board, Walsh will announce Brewer's successor before the end of the week.

Summer Grosses

(*Continued from page 1*)

this summer's grosses are running approximately $3,500,000 ahead of those of the same or comparable houses last summer. It is estimated that total first-run gross in the key cities from June 1 to Sept. 1 will be in the neighborhood of $25,000,000, compared with $21,500,000 in the same 1952 period.

'Maze' London Bow Set

Allied Artists' "The Maze" will have its premiere at the London Pavilion Theatre in October. Norton V. Ritchey, president of Monogram International Corp., who recently returned from Europe, stated that the premiere will follow a pre-release engagement Sept. 7 at the Astoria Theatre in Brighton, England.

RKO Radio

(*Continued from page 1*)

surances from the attorney representing the plaintiffs that he would not object to an adjournment at Monday's hearing, the court allowed the Monday date to stand.

Plaintiffs Identified

Representing the plaintiffs was David I. Shivitz, of Halperin, Natanson, Shivitz and Scholer, in association with Hoffman, Bondi, Buchwald and Hoffman. Shivitz identified the plaintiffs as Louis Schiff, of this city, who is said to own about 100 shares of stock, and Jacob Sacks, of Massachusetts.

RKO attorney McDonald, of Donovan, Leisure, Newton and Irvine, told the court there was no need for haste. He pointed out that James R. Grainger, RKO Pictures president, is now on the Coast and a minimum delay of two weeks is needed to obtain the testimony of Grainger and other RKO executives. McDonald, in his argument, also mentioned the previous minority stockholders suit seeking a court-appointed receiver for the company, pointing out that that suit was withdrawn by the plaintiffs after an investigation by their attorney had shown the company to be in a solvent position. Louis Kipnis, the attorney in the previous case, was present at yesterday's hearing. Kipnis, incidentally, still has his companion suit, seeking damages from Howard Hughes, RKO board chairman, pending in the courts.

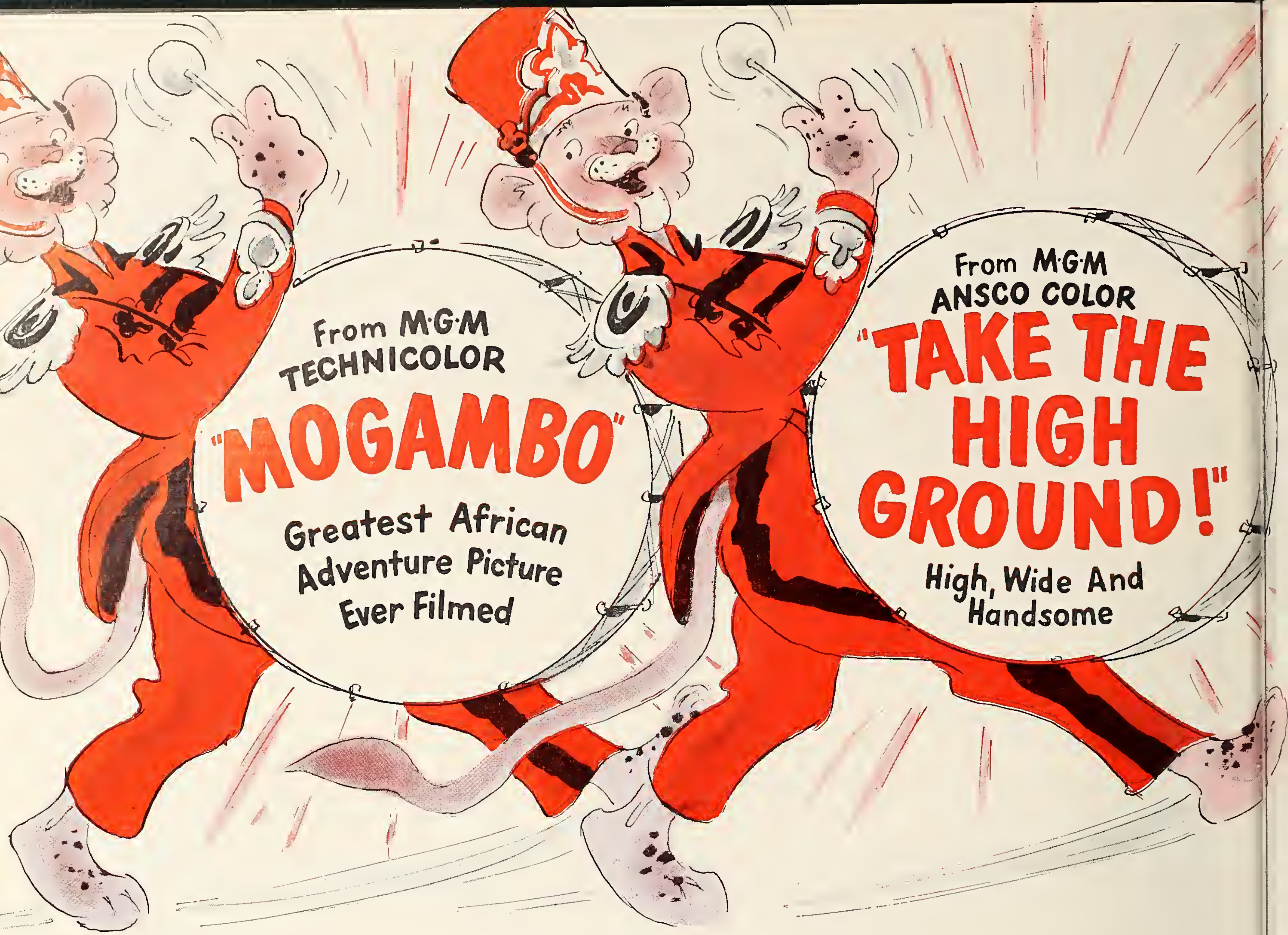
McDonald said that the banks which have $4,000,000 on loan to the company have confidence in RKO Pictures and are supporting the company's request for a postponement.

Answers Complaint Directly

In an accompanying affidavit, McDonald hit allegations in the complaint concerning unprofitable operations of the company, the need for a receiver and the dissolution of the company.

Said he, in part, "RKO has made very marked progress in adjusting to the production and distribution problems of this industry arising from the external economic forces of the post-war period. It apparently has now reached the turning point. . . . During the first quarter of 1953 the corporation sustained a loss of $2,875,498. During the second quarter of 1953 the loss was reduced to $615,237. There is attached hereto the affidavit of William H. Clark, treasurer of the corporation, showing that as of this date the corporations are operating on a profitable basis and that the current trend indicates that this condition will continue."

Representing the Atlas Corp. and Walt Disney Productions was Al Bickford, of Simpson, Thacher and Bartlett. Manly Fleischman represented Miller Walker, the only RKO Pictures director served by the plaintiffs. Also attending the hearing was William Zimmerman, RKO executive and attorney, and Phil Wershal, an associate of David J. Greene, an investment broker who claims to own or control approximately 200,000 shares of RKO Pictures stock.


From M·G·M
TECHNICOLOR
"MOGAMBO"
Greatest African Adventure Picture Ever Filmed
From M·G·M
ANSCO COLOR
"TAKE THE HIGH GROUND!"
High, Wide And Handsome

THE FIRST TWO BIG ONES TRADE-SHOWN IN 94 CITIES!

Strike up the band! There's excitement on every Film Row. Never has any company had for consecutive release such a group of important attractions, and we're arranging Previews in 94 cities so that *YOU* can SEE FOR YOURSELF! And wait till you hear the details of "The Lucky Seven" Showmanship Contests for every exhibitor attending the trade shows. Ask for the Contest Booklet. And watch for announcements of the nationwide trade shows of other BIG ONES!

"SEE FOR YOURSELF" IS OFF TO A FLYING START!

M-G-M presents in Color by Technicolor "MOGAMBO" starring Clark Gable • Ava Gardner with Grace Kelly • Screen Play by John Lee Mahin • Based Upon a Play by Wilson Collison Directed by John Ford • Produced by Sam Zimbalist.

* * *

M-G-M presents in Color by Ansco "TAKE THE HIGH GROUND!" • starring Richard Widmark • Karl Malden • Carleton Carpenter • Russ Tamblyn • and Elaine Stewart • Story and Screen Play by Millard Kaufman Directed by Richard Brooks Produced by Dore Schary

CITY, STATE	THEATRE, ADDRESS	HOUR	"MOGAMBO"	"TAKE THE HIGH GROUND!"
ABERDEEN, S. DAK.	Capitol, 415 S. Main St.	9:30 A.M.	* 9/30	* 9/30
ALBANY, N. Y.	Palace, 19 Clintan St.	10:00 A.M.	9/14	9/15
ALEXANDRIA, LA.	Don, 710 Baltan Ave.	10:30 A.M.	9/16	9/17
ALTOONA, PA.	State, 11th Ave. & 16th St.	10:30 A.M.	9/18	9/19
ATLANTA, GA.	Laew's Grand, 157 Peachtree St., N. E.	8:30 P. M.	9/14	9/15
AUGUSTA, ME.	Calonial, 137 Water St.	10:30 A.M.	9/21	9/22
BALTIMORE, MD.	Narthwaod, 1572 Ravenwoad	10:30 A.M.	9/15	9/16
BEAUMONT, TEX.	Jeffersan, 345 Fannin St.	9:30 A.M.	9/16	** Special
BIRMINGHAM. ALA.	Alabama, 1811 Third Ave., N.	9:00 A.M.	9/17	9/18
BISMARCK, N. DAK.	Dakota, 401 Fourth St.	9:30 A.M.	* 9/24	* 9/24
BOSTON, MASS.	Laew's State, 205 Massachusetts Ave.	10:00 A.M.	9/14	9/15
BUFFALO, N. Y.	Shea's Buffalo, 646 Moin	10:00 A.M.	9/14	9/15
CAPE GIRARDEAU, MO.	Esquire, 824 Braadway	10:30 A.M.	9/15	9/16
CEDAR RAPIDS, IOWA	Poramaunt, 123 Third Ave. S. E.	10:00 A.M.	9/16	9/17
CHARLESTON, S. C.	Glaria, 329 King St.	10:00 A.M.	9/17	9/18
CHARLESTON, W. VA.	Capital, 123 Summer St.	10:00 A.M.	9/22	9/23
CHARLOTTE, N. C.	Carolina, 226 N. Tyran St.	10:00 A.M.	9/14	9/15
CHICAGO, ILL.	B & K Uptawn, 4814 Braadway	10:30 A.M.	9/14	9/15
CINCINNATI, OHIO	Albee, 13 E. 5th St.	10:00 A.M.	9/14	9/15
CLEVELAND, OHIO	Laew's State, 1515 Euclid Ave.	11:30 P. M.	9/14	9/15
COLUMBUS, OHIO	Loew's Ohio, 43 E. Stote St.	9:00 A.M.	9/15	9/16
DALLAS, TEX.	Polace, 1625 Elm St.	9:30 A.M.	9/14	9/8
DAYTON, OHIO	Laew's, 125 N. Main St.	9:00 A.M.	9/17	9/18
DENVER, COLO.	Orpheum, 1537 Weltan St.	10:00 A.M.	9/14	9/15
DES MOINES, IOWA	Des Maines, 517 Grand Ave.	10:00 A.M.	9/14	9/15
DETROIT, MICH.	Michigan, 134 Bagley Ave.	10:00 A.M.	9/14	9/15
DULUTH, MINN.	Granada, 109 E. Superiar	9:30 A.M.	* 9/17	* 9/17
EAU CLAIRE, WISC.	Hollywaod, 412 S. Barstaw	9:30 A.M.	* 9/16	* 9/16
EVANSVILLE, IND.	Laew's Victary, 600 Main	8:30 P. M.	9/22	9/23
FARGO, N. DAK.	Farga, 312 Braadway	9:30 A.M.	* 9/23	* 9/23
FT. WAYNE, IND.	Paramaunt, 121 E. Wayne	10:00 A.M.	9/17	9/18
GRAND RAPIDS, MICH.	Mojestic, 34 Divisian Ave., N.	10:00 A.M.	9/16	9/17
GREEN BAY, WISC.	Bay, 117 S. Washingtan	10:00 A.M.	9/16	9/17
GREENVILLE, S. C.	Fax, 229 N. Main St.	10:00 A.M.	9/21	9/22
HOUSTON, TEX.	Laew's, 1022 Moin St.	9:30 A.M.	9/17	** Speciol
INDIANAPOLIS, IND.	Laew's, 35 N. Pennsylvania	8:30 P. M.	9/14	9/15
IRON MOUNTAIN, MICH.	Braumart, East Bay St.	10:30 A.M.	9/21	9/22
JACKSON, MISS.	Lamar, 127 N. Lamar St.	9:00 A.M.	9/22	9/23
JACKSONVILLE, FLA.	Florida, Farsyth St.	10:00 A.M.	9/15	9/16
KANSAS CITY, MO.	Laew's Midland, 1228 Main St.	10:00 A.M.	9/14	9/15
KNOXVILLE, TENN.	Tennessee, Gay & Church Sts.	9:00 A.M.	9/29	9/30
LAFAYETTE, LA.	Nana, 908 Simcae St.	10:30 A.M.	9/15	9/16
LEBANON, N. H.	Opera Hause, 51 N. Park	10:30 A.M.	9/23	9/24
LITTLE ROCK, ARK.	Center, 407 Main St.	9:30 A.M.	9/16	9/17
LEXINGTON, KY.	Ben Ali, Main St.	10:00 A.M.	9/24	9/25
LOS ANGELES, CAL.	Fax Wilshire, 8440 Wilshire	10:00 A.M.	9/14	9/15
LOUISVILLE, KY.	West End, 34th & Braadway	2:30 P. M.	9/24	9/25
LUBBOCK, TEX.	Lindsey, 1019 Main St.	9:30 A.M.	9/21	** Special
MADISON, WISC.	Madisan, 113 Minana	10:30 A.M.	9/23	9/24
MEMPHIS, TENN.	Laew's Palace, 81 Union Ave.	10:00 A.M.	9/14	9/15
MIAMI, FLA.	Paramaunt, Flagler St.	9:00 A.M.	9/16	9/17
MILWAUKEE, WISC.	Riverside, 116 W. Wisc. Ave.	10:00 A.M.	9/14	9/15
MINNEAPOLIS, MINN.	Radio City, 36 S. Ninth St.	10:00 A.M.	9/14	9/15
MOBILE, ALA.	Braokley, Michigan Ave.	10:30 A.M.	9/24	9/25
MONROE, LA.	Jim, 412 Desiard St.	9:30 A.M.	9/17	9/18
MONTGOMERY, ALA.	Paramaunt, Mantgamery & Maulton	9:00 A.M.	9/22	9/23
MT. VERNON, ILL.	Stadium	10:30 A.M.	9/17	9/18
NEW HAVEN, CONN.	Loew's Pali, 23 Church St.	10:00 A.M.	9/14	9/15
NEW ORLEANS, LA.	Laew's State, 1108 Canal St.	10:00 A.M.	9/14	9/15
NEW YORK CITY, N. Y.	Laew's Lexingtan, Lexingtan & 51st.	2:15 P. M.	9/14	9/15
NORFOLK, VA.	Memrose, Calley & Raleigh Sts.	10:30 A.M.	9/24	9/25
OKLAHOMA CITY, OKLA.	Will Ragers, 4322 Northwestern	10:00 A.M.	9/14	9/15
OMAHA, NEBR.	Orpheum, 16th & Harney Sts.	10:00 A.M.	9/14	9/15
PEORIA, ILL.	Madisan, 502 Main St.	10:00 A.M.	9/16	9/17
PHILADELPHIA, PA.	Arcadia, 16th & Chestnut	10:00 A.M.	9/14	9/15
PITTSBURGH, PA.	Loew's Penn, 6th & Penn	11:30 P. M.	9/14	9/15
PLATTSBURG, N. Y.	Strand, 25 Brinkerhoff St.	10:00 A.M.	9/23	9/24
PORTLAND, ORE.	Laurelhurst, 28th & Burnside	2:00 P. M.	9/14	9/15
PROVIDENCE, R. I.	Laew's State, 220 Weybasset St.	9:00 A.M.	9/15	9/16
RALEIGH, N. C.	Village	10:00 A.M.	9/24	9/25
RICHMOND, VA.	Byrd, 2908 W. Cary St.	10:30 A.M.	9/22	9/23
SAGINAW, MICH.	Temple, 205 N. Washington	10:00 A.M.	9/15	9/16
ST. LOUIS, MO.	Laew's State, 715 Washingtan Ave.	8:30 P. M.	9/14	★ 8/28
SALISBURY, MD.	Baulevard	10:30 A.M.	9/16	9/17
SALT LAKE CITY, UTAH	Villa, 3092 Highland Drive	2:00 P. M.	9/14	9/15
SAN ANTONIO, TEX.	Majestic, Haustan St.	9:30 A.M.	9/18	** Special
SAN FRANCISCO, CAL.	Loew's Warfield, 982 Market St.	8:30 P. M.	9/14	9/15
SEATTLE, WASH.	Music Hall, 7th & Olive Woy	10:00 A.M.	9/16	9/17
SHREVEPORT, LA.	Dan, 516 Crackett St.	9:30 A.M.	9/21	9/22
SIOUX CITY, IOWA	Capitol, 4th & Nebraska	10:00 A.M.	9/16	9/17
SIOUX FALLS, S. DAK.	Hallywood, 212 N. Phillips Ave.	9:30 A.M.	* 9/29	* 9/29
SPRINGFIELD, MASS.	Laew's Pali, 194 Worthington	9:00 A.M.	9/16	9/17
SPRINGFIELD, MO.	Gillioz, 325 St. Lauis St.	9:30 A.M.	9/24	9/25
STEUBENVILLE, OHIO	Paramaunt, 132 N. 5th St.	11:00 A.M.	9/17	9/18
TAMPA, FLA.	Palace, Tampa & Zack Sts.	9:00 A.M.	9/18	9/21
TOLEDO, OHIO	Laew's Valentine, 439 St. Clair	10:00 A.M.	9/15	9/16
TOPEKA, KAN.	Jayhawk, 107 W. 7th St.	9:15 A.M.	9/21	9/22
TULSA, OKLA.	Orpheum, 12 E. 4th St.	10:00 A.M.	9/15	9/16
UTICA, N. Y.	Uptawn, 2014 Genesee St.	10:00 A.M.	9/16	9/17
WASHINGTON, D. C.	Loew's Palace, 1306 F St., N. W.	(8:30 P. M.–	——9/14)	(10 A.M.–9/15)
WATERTOWN, N. Y.	Olympic, 234 State St.	10:00 A.M.	9/15	9/16
WHEELING, W. VA.	Capital, Main St.	10:30 A.M.	9/16	9/17
WICHITA, KAN.	Miller, 115 N. Braadwoy	9:15 A.M.	9/16	9/17
WILKES-BARRE, PA.	Orpheum, 139 S. Main	10:00 A.M.	9/16	9/17

** Both pictures trade shown same date.* *** Special: Texas saturation bookings mid-September serve as Trade Shows*

★ St. Louis territory only "Take The High Graund!" will be shown August 28 • 4:15 P.M.

'Freak Films'

(Continued from page 1)

one that fits this category. The popularity of the famed Harlem basketball team, gained through their televised games and newspaper attention, has reached such a peak that he estimates the picture will gross between $1,500,000 and $2,000,000 in the domestic market alone. Palca produced a picture with the same team a few years ago for Columbia release and it played 11,000 engagements, he said. No release has been set for "Go, Man, Go!" as yet, but Palca says that several companies have asked to see the picture when it is ready.

Many Have "Piece" of Film

Palca, who produced the picture in New York, said here yesterday that the practice of cast and creative workers participating in the gross of an independent production is gaining momentum. A large portion of the creative staff of the basketball feature has a "piece" of the picture, he said.

Ontario Calls 6 'Adult'

TORONTO, Aug. 25.—The Censor Board of Ontario has placed six films in the "adult entertainment" category. They are: "The Last Meeting," "Kill Him for Me" and "Gunman in the Street," released by International Film Distributors; "The City That Never Sleeps" and "Perilous Journey," distributed by Empire-Universal Films, and "The Second Mrs. Tanqueray," from Astral Films Ltd.

'Frisco Manager Shifts

SAN FRANCISCO, Aug. 25.—Albert Feldman, manager of the Paramount Theatre here, has resigned to take over management of the Sea Vue, at Pacific Manor, replacing Hal Honore, who has resigned. The managerial post at the Paramount will be taken by Don Haley, who has been assistant at the United Paramount St. Francis here.

7 DAYS IN
HAWAII
$441
(from New York), including round-trip transportation and hotel accommodations

Fly United DC-6 air tourist serviee all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.

UNITED AIR LINES
Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR

DUBBING
Studios and years of experience for dubbing foreign pictures to English.
INTERNATIONAL DUBBING CO.
Capitol Theatre Bldg. — JU 2-0284
1639 Broadway, New York

National Pre-Selling

"ROMAN HOLIDAY," reports "Life," in the current issue, is a story of "a Princess who goes on a spree."

"Once upon a time in a European land, there was a princess named Anne, who was young, winsome, and bored with court etiquette," says "Life." "One night, while in Rome on a goodwill tour, she rebelled hysterically against making speeches, and dancing with ambassadors." The princess, Audrey Hepburn, meets a prince charming, in the person of Gregory Peck, a U. S. newspaperman.

"Roman Holiday" opens here tomorrow at Radio City Music Hall.

•

"The Robe's" screen rights were bought in 1942 by Frank Ross, when only the first half of the manuscript of Lloyd Douglas' novel had been written, reports Liza Wilson in "American Weekly" magazine of Aug. 23. The purchase price was $100,000. Eleven years passed before "The Robe" was ready for theatres. It will open here at the Roxy on Sept. 16. It is the first motion picture produced in CinemaScope.

•

"The Robe" receives prominent mention on the top of a full-color page ad advertising Lux soap in the September issue of "Woman's Home Companion." Jean Simmons, star of "The Robe," dominates the ad, which was placed up front in the issue.

Among the films recommended in the issue are "Roman Holiday," "Return to Paradise" and "Band Wagon."

•

"Return to Paradise's" opening at Loew's State Theatre here will be promoted by a full-color turnabout ad in the Sept. 6 issue of "Pictorial Review."

•

"Roman Holiday" has been chosen by Ed Miller as the picture-of-the-month in the September issue of "Seventeen."

•

"Mister Scoutmaster" has been selected as the outstanding motion picture for family entertainment by "Parents Magazine" in the October issue.

A medal designating the award will be presented to 20th-Fox's Charlie Einfeld by Phil Willcox.

•

"The Robe's" stars, Richard Burton and Jean Simmons, adorn the front cover of the current issue of "Look." An informative story of the events which led to the making of the first CinemaScope picture, along with many full color photographs made on the production sets, appear in the issue. In addition, there is a profile of Richard Burton.

Also in this issue is a full-page color ad on "From Here to Eternity."

•

"Gentlemen Prefer Blondes," "Return to Paradise," and "Main Street to Broadway" are reviewed in the September issue of "Redbook."

•

"Roman Holiday" and "Band Wagon," are reviewed in "McCall's Goes to the Movies" department of the September issue.

Also in the issue is a profile of George Winslow, the seven-year-old boy with the frog-like voice who plays in "Gentlemen Prefer Blondes."

WALTER HAAS

Cinerama

(Continued from page 1)

Brethren," and "Paint Your Wagon." The properties were acquired by Mayer before the S-W deal for Cinerama productions and, at the time of the sale, a controversy developed on whether S-W acquired first bidding rights on the properties, with other Cinerama assets. Cooper, who was also on hand for the board meeting, was reported to have briefed the directors on the progress of negotiations with S-W on "Seven Wonders of the World," a Cinerama production for which footage already has been shot.

'Robe' Opening

(Continued from page 1)

scriptive comment, carrying details of the debut of the Biblical drama to France, Germany, Austria, Spain, Italy, Greece, Turkey, the Middle East, India, Pakistan, and Japan. Each of the countries will have individual commentators, microphones and engineer set-ups.

The worldwide coverage of the premiere will complement the previously-announced Coast-to-Coast radio and television tieup concluded with National Broadcasting and Metropolitan TV station WNBT.

Heavy 'Hans' Grosses

Despite chaotic strike conditions in France, Samuel Goldwyn's "Hans Christian Andersen" wound up the first week of its current Paris engagement with more than 10,000,000 francs, topping all other previous Goldwyn productions. Now in a second week, "Hans Christian Andersen" is playing in the original version at the Colisee and Madeleine and in the French version at the Marivaux, the Goldwyn office here reports.

Foster to South America

Columbia Pictures' short subject producer-director Harry Foster will leave here today for location shooting of four "World of Sports" films in South America. Foster and cameraman Jack Etra will spend almost a month in Chile, Argentina and Uruguay making the films.

Ends Polaroid Mission

Leonard Spinrad, motion picture consultant, has completed his assignment as press relations consultant to the 3-D glasses division of Polaroid Corp., in which he served as liaison between that company and major film companies and publications in New York.

Harris Reopening House

TOLEDO, Aug. 25.—Marvin Harris will reopen his La France Theatre in Swanton on or about Sept. 6. He had closed the house in order to serve the state as executive director of the Ohio Sesquicentennial, recently completed.

On SPG Journal Staff

HOLLYWOOD, Aug. 25.—Harriet Parsons has joined the editorial staff of the Screen Producers Guild Journal. She will be associated in this activity with Maxwell Shane and Carey Wilson, Guild president.

Starr Praises

(Continued from page 1)

on a large metropolitan theatre are in no wise applicable to the small theatre." If Reagan's letter is an indication that M-G-M recognizes that fact, Starr contended that it is a welcome message to exhibition.

An M-G-M spokesman, however, said here yesterday that the M-G-M letter did not specify such a contention, indicating that Starr had put his own interpretation to Reagan's letter.

"Far-Sighted and Unselfish"

Starr's reply to Reagan follows:

"Your letter of August 21st outlines a policy on the part of your company that is indeed far-sighted and unselfish, and one which is bound to be beneficial to the entire industry. We will convey to our entire membership your pledge to render all possible aid to theatres in distress, and I trust that all distributors will immediately follow your example and reiterate in plain language their intention to do their part in saving the distressed theatres from collapse and ruin.

"Your letter implies your recognition that there are theatre owners who are now faced with the difficult choice of closing their doors rather than wait for tax relief at some indefinite time in the future. It also underlines the point we exhibitors have made for many years, that it is impossible to blanket all theatres under a national sales policy. The terms and conditions of exhibition which you impose on a large metropolitan theatre are in no wise applicable to the small theatre. If your letter is an indication that your company recognizes that simple fact, then it is indeed a welcome message to exhibition.

Sees Move as "Godsend"

"It would be a godsend to our industry if all distributors would notify their branch managers to take care of the distressed situations without the prolonged delay of submitting the facts to New York. The branch manager is familiar with these situations and he should be delegated the authority to act, and to act quickly.

"Thanking you again for your intelligent and statesmanlike approach to this pressing problem," I am Sincerely.

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
• Three dimensional projection
★ Three channel interlock projection
• 16mm interlock projection
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N Y 19, N.Y. • JUdson 6-0367

3-D
ELECTRIC INTERLOCKS—$295.00
5,500' Magazines (Set)—$295.00
Selsyn Motors Available
AFFILIATED ENTERPRISES CO.
85 Van Braam St., Pittsburgh 19, Penna.
ATlantic 1-1760

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 41 NEW YORK, U. S. A., THURSDAY, AUGUST 27, 1953 TEN CENTS

Ball Park Puts In TV Bid for Title Bout

Cincinnati Field Wants Telecast of TNT Fight

The first application by an outdoor arena to book a theatre television event has been received by Theatre Network Television in connection with the upcoming Marciano - LaStarza heavyweight title bout, it was learned here yesterday.

The application came from the Stadium Television Network, headed by Ed Dorfman, for Cincinnati's Crosley Field, it was stated. TNT has not reached any decision as yet on the bid, it was understood.

The plan, as outlined by Dorfman, calls for the temporary installation of a number of large screen television sets, originally destined for drive-in theatres under the leasing arrangement worked out among TNT, Radio Corporation of America and General Precision Laboratories. It was estimated that the installation, which

(*Continued on page* 6)

Two More Cities Get Network TV

Network television service carried over the Bell Telephone System's nationwide facilities has been extended to KEDD, Wichita, Kan., and WETV, Macon, Ga., by the Long Lines Department of American Telephone and Telegraph. The two stations were the first in their respective cities to be connected to network facilities.

Network service was made available to KEDD by the construction of video

(*Continued on page* 6)

Selects Winik to Film Title Bout

Leslie Winik has been selected by the International Boxing Club to supervise the filming of the Sept. 24 Marciano-LaStarza heavyweight title bout.

Reports were current that RKO Radio Pictures will distribute the film, although officials of RKO and IBC could not be reached for comment. Winik supervised the filming of the Marciano-Walcott bout last September.

2,898 3-D Theatres In 24 Territories; 5 Cities Report

Reports from five more exchange territories, in a nationwide survey of 3-D installations, reveal an additional 273 possibilities for three-dimensional pictures, bringing the total to 2,898 in 24 areas.

Latest tabulation shows that the Kansas City territory has 76 3-D equipped theatres; Des Moines, 71; Indianapolis, 65; Salt Lake City, 43, and Winnipeg, 18.

MOTION PICTURE DAILY yesterday listed the number of installations in 19 territories, of which New York led the field with 450 3-D equipped houses. Los Angeles has 260 installations and Dallas, 231.

Moe Silver Heads Will Rogers Drive

Moe Silver, Stanley-Warner executive, has been named national exhibitor chairman for the 1953 Christmas Salute for the Will Rogers Memorial Hospital.

Silver is successor to Sam J. Switow of Louisville, who served as national exhibitor chairman for the 1951 and 1952 Christmas Salute, states an announcement by Abe Montague, president of Variety Clubs' Rogers Memorial Hospital.

Last year's total from the Christmas Salute was approximately $125,000. In accepting the chairmanship Silver noted that the totals for each Christmas Salute since its inception as the major fund raising effort for the Hospital in 1950, had increased each year: 1950, $65,000; 1951, $96,000; 1952, $125,000. He stated that the objec-

(*Continued on page* 6)

U. A. Sales Meeting To Run Three Days

Because the business to be conducted will be so extensive, next week's sales meeting of United Artists district managers will be held for three days rather than two. The sessions will take place at the company's home office next Wednesday, Thursday and Friday.

Executives who will attend include Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; B. G. Kranze, general sales manager; Milton E. Cohen, Eastern division manager; James Velde, Western division manager, and Francis M. Winikus, national director of advertising-publicity.

Snaper Commends M-G-M Aid Move

M-G-M's move to aid distressed theatres so that closings will be avoided received the commendation here yesterday of Wilbur Snaper, president of national Allied.

Snaper described the project as a "fine, sincere action" and one that will be "appreciated by exhibitors." It is a very important step, he added.

Halperin Is Named S-W Zone Manager

CHICAGO, Aug 26.—Alex Halperin, veteran film buyer, has been named Midwest zone manager of Stanley Warner Theatres by Harry M. Kalmine, vice - president. The territory includes Illinois, Wisconsin, Oklahoma City and Memphis. He succeeds Al Kvool, who recently resigned.

Halperin has spent practically his entire life in the industry. He began 35 years ago as an usher at the age of 14 in the first Balaban & Katz theatre, the Central Park, Chicago. In

Alex Halperin

(*Continued on page* 6)

Support Pledged To Zukor 'Jubilee'

Letters and telegrams of congratulations from U. S. and Canadian exhibitors are coming in steadily to Adolph Zukor on the occasion of Paramount's "Adolph Zukor Golden Jubilee Salute" and pledging support to the Jubilee sales drive which begins Sunday and ends on Dec. 5, the company reported here yesterday. Initiated by A. W. Schwalberg,

(*Continued on page* 6)

Chicago Plans Move Against Vandalism

CHICAGO, Aug. 26.—The seriousness of the problem of teen-age vandalism in theatres here has reached the point where city and county law enforcement officers have scheduled a meeting for this coming Friday to map out a program of enforcement

(*Continued on page* 6)

New Processes Forum at TOA, TESMA Meet

Roundtable Discussions Are Set for Nov. 4

A theatre equipment and new processes forum will be held in Chicago Nov. 4 as a combined project of the Theatre Owners of America and the Theatre Equipment and Supply Manufacturers Association which will be holding their respective annual conventions, along with the Theatre Equipment Dealers Association, at the Conrad Hilton Hotel, Nov. 1-5.

Final arrangements for the roundtable forums were completed here this week at a meeting between a special TESMA committee and officials of the TOA.

The forum and conventions will be tied in with a combined trade show for which all but four of 144 booths already have been sold. It is believed that additional booths will be set up outside of the exhibition hall.

According to present plans as

(*Continued on page* 6)

Allied Board Adds Day to Sessions

Because of the increasing volume of topics for discussion, Allied's board of directors will meet for three days prior to the opening of the annual convention in Boston on Oct. 5. It had been planned for the board to confer on Saturday and Sunday before the opening on Monday of the convention, but directors are expected

(*Continued on page* 6)

$103,213 for Koreans Listed by Skouras

LOS ANGELES, Aug. 26.—Collections for the American Korean Foundation from patrons in 19 states served by National Theatres, Inc., totaled $103,213, Charles P. Skouras, president of the theatre company, reported in a wire to Dr. Milton Eisenhower, national chairman.

Skouras, state chairman, also pointed out that a report covering independent and other circuit theatres for California is now being compiled.

Personal Mention

P. T. DANA, Universal-International Eastern sales manager, left New York last night for Cleveland and Pittsburgh.

•

JEROME M. EVANS, Universal-Pictures home office exploitation representative, left here yesterday for Pittsburgh.

•

OTTO BRAEUNIG, RKO Radio office manager in Cleveland, is vacationing with MRS. BRAEUNIG in the Great Smoky Mountains.

•

H. H. EVERETT, president of Stewart & Everett Theatres, Charlotte, has taken over his duties as acting president of Queens College in Charlotte.

•

JOSEPH A. WALSH, Paramount branch operation manager, is in Dallas, from Hollywood.

•

BEIRNE LAY, Paramount Pictures writer, has been awarded a citation of honor by the Air Force Association.

•

ALLEN M. WIDEN, motion picture editor of the "Hartford Times," was in New York from there yesterday.

Second German Show Of 'Scope' Today

The second demonstration of CinemaScope in Germany is scheduled for today in Dusseldorf. Company offices here of 20th Century-Fox state that Spyros P. Skouras, president, will preside at the showing.

Invited to the demonstration are prominent figures in the motion picture industry of Germany as well as members of the press. They will see a 45-minute program of scenes from "The Robe" and "How to Marry a Millionaire," as well as other specially shot material in color.

Northeastern Zone Meet of SW Today

HARTFORD, Aug. 26. — Harry Feinstein, Northeastern zone manager of Stanley Warner Theatres, will preside tomorrow at a meeting of some 40 of the company's theatre managers to be held at the Waverly Inn, Chesire. Speakers will include Si Fabian, Sam Rosen, Harry Kalmine and Mary Goldberg, all of the New York home office.

Feinstein, assisted by James M. Totman, will name the managers who will receive the annual awards for the zone.

Chicago Collections For Korea $80,850

CHICAGO, Aug. 26.—Supplemental reports released here giving figures for Korean aid collections have brought the total for Illinois to $80,850.17, with figures for the Kerasotes circuit of $3,757.31 and other downstate theatres of $5,618.98 added to the total of $71,473.88 from Chicago theatres and the Great States circuit reported last week.

Pooling of Showmen, Scientists Hailed

PITTSBURGH, Aug. 26. — The pooling of talents of showmen and scientists will lead to a revitalized motion picture industry, Earl W. Wingart, 20th Century-Fox merchandising manager, said here at a meeting of Stanley Warner zone managers.

Describing the rapid changeover to new filming and exhibition techniques, accomplished in a matter of months, Wingart stated that this activity has once more made motion pictures the center of interest and attention of the entire public. He traced the development of the CinemaScope, telling of the tasks faced by 20th-Fox in lining up leading lens, screen and sound manufacturers to prepare for the introduction of CinemaScope productions.

Loew's Capitol to Drop Stage Shows

WASHINGTON, Aug. 26.—Effective Oct. 1, Loew's Capitol here will switch from a combination picture-vaudeville policy to a straight picture policy, it was announced by Orville Crouch, Loew's Eastern division manager.

Crouch said the theatre would still occasionally book top-name package vaudeville shows, but that the week-in, week-out vaudeville policy was being abandoned. He explained that big name acts have been tending to go to television for their earnings and that vaudeville talent has been growing steadily scarcer.

The Capitol is the last theatre in Washington with a combination film-vaudeville policy. It has been following such a policy ever since it opened in Sept., 1927.

Nat Rudich to UA in Radio, TV Publicity

Nat Rudich, currently program manager of radio station WLIB, on Tuesday will join the United Artists publicity department to handle radio and television. The addition of Rudich to the organization's publicity staff, headed by Mort Nathanson, follows the recent appointment of Burt Sloane as trade publications contact.

The expansion of the home office publicity staff is coupled with the assignment of Leon Roth, assistant publicity manager, as West Coast coordinator of publicity, with headquarters in Hollywood, and the appointment of Richard Condon, former national director of advertising-publicity for RKO Radio, to make a 90-day survey of publicity operations conducted by producers making films for United Artists release in Great Britain and Europe.

Martin Theatres Get T. E. Orr's 6

ATLANTA, Aug. 26.—Martin Theatres with headquarters in Columbus, Ga., has taken over the T. E. Orr Amusement Enterprises' following theatres: the Carol, Princess, and Shady-Drive-In at Albertsville, Ala.; the Rialto, Boaz, Ala.; and the Etowa and Liberty at Atalla.

Wide-Screens Raise Columbus Grosses

COLUMBUS, O., Aug. 26.—Loew's Broad is the third local house to install wide-screen. RKO Palace and Loew's Ohio are the others. All report increased grosses following the installations. "Gentlemen Prefer Blondes" played two weeks at the Palace, "The Band Wagon" had a two weeks' run at the Ohio and Broad, and "The Caddy" played nine days at the Ohio in a world premiere engagement.

Sees 3-D Test with 'Kate' and 'Sadie'

The future of 3-D probably will be decided when MGM's "Kiss Me Kate" and Columbia's "Miss Sadie Thompson" are released, according to an article in the Aug. 31 issue of "Tempo" magazine.

Both films were made in 3-D and 2-D with the latter being wide-screen and having stereophonic sound, the magazine notes, and the two versions will be tested in sample theatres.

Results of the tests, says "Tempo," will determine the final dimensions for the pictures and may also decide whether the industry "goes to 3-D films (requiring viewers to wear special glasses) or pictures with wide, curved screens (like CinemaScope or Cinerama that need no glasses)."

Wide-Screens for 30 Carolina Towns

CHARLOTTE, Aug. 26.—Theatres operated by Stewart & Everett in 30 Carolina towns will have wide-screens within the next few months.

H. H. Everett, president, said plans are being made to complete installation by December. He did not list the theatres in which the screens will be installed, but pointed out that all are in "small towns."

Everett said the screens will have a 1.85 to 1 ratio.

Turner Will Also Supervise Buffalo

PHILADELPHIA, Aug. 26.—John Turner, who was recently promoted to district manager after holding down the branch manager post at the local United Artists exchange, will supervise the Buffalo exchange as well as the Philadelphia, Washington, Pittsburgh, New Haven and Boston branches.

$2,945 Mark for 'Beggar'

With a gross of $2,945 for its first two days, Warner Brothers' "The Beggar's Opera," has chalked up an all-time midweek non-holiday record at the Baronet Theatre in New York. Walter Reade, Jr., operator of the Baronet, anticipates a record non-holiday mark at the close of the picture's first week's run, ending Sunday.

'Robe' Trailers Will Be Shown by Five N. Y. Area Circuits

Five competing theatre circuits, with some 200 houses in New York, Westchester and New Jersey, have scheduled program trailers heralding 20th Century-Fox's "The Robe." Starting during the Labor Day weekend, RKO, Skouras, Randforce, Harry Brandt and Walter Reade theatres will run trailers announcing the world premiere of the film, the first CinemaScope production, which will be held Sept. 16 at the Roxy Theatre here.

Charles Skouras Is Coming Here for 'The Robe' Premiere

Charles P. Skouras, president of National Theatres, is due to arrive here Sept. 11 from the Coast in preparation for the world premiere of "The Robe" at the Roxy on Sept. 16.

The Roxy will discontinue its stage show policy, featuring IceColorama, with the advent of the CinemaScope attraction.

Challenge Md. Board On 'Bob and Sally'

BALTIMORE, Aug. 26.—The charge that the Maryland Board of Censors has violated a promise to be bound by a decision of Judge Herman Moser on "Street Corner" was made by Lighthouse Enterprises, which seeks the right to exhibit "The Story of Bob and Sally." It was charged in Baltimore City Court, through counsel for Lighthouse, that the censor board promised if the court approved the showing of "Street Corner," it would approve "The Story of Bob and Sally."

Chairman Sidney R. Traub of the censor board states his group will continue to exercise its discretion and judgement on similar films. An appeal is scheduled for Friday.

Brewer's Moves Draw Official Silences

HOLLYWOOD, Aug. 26. — Steve Broidy, president of Allied Artists, said "No comment," when asked today about reports that Roy Brewer, IATSE head here, would join the company.

Brewer has offered his resignation from the "IA" post to Richard Walsh, president, in New York but has heard nothing from the latter. Walsh has declined to comment to the press on Brewer's proffered resignation or on what action, if any, the IA board, now in session in New York, may take on it.

Marbro in Chicago Takes BOT Event

Balaban and Katz' Marbro Theatre in Chicago has booked the projected series of Notre Dame telecasts, it was learned here yesterday from Box Office Television, Inc.

The Marbro thus becomes the first affiliate of American Broadcasting-Paramount Theatres to line up for the football events.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Attorney General Favors New Trust Powers for D. of J.

BOSTON, Aug. 26.—Attorney General Brownell thinks the Justice Department's anti-trust division should have the same power to summon witnesses and require testimony under oath that other government agencies have.

In a speech to the American Bar Association, he listed this as one of the anti-trust law changes he thinks desirable. The Attorney General said he would announce tomorrow the names of a committee of judges, lawyers, economists and educators who would study and recommend changes in the anti-trust laws. One of its first jobs, he added, would be to reorganize procedure to speed up decisions in anti-trust suits.

Reiterates "Fresh Look" Statement

Brownell reaffirmed earlier statements that the Eisenhower Administration wants to take a "fresh look" at the anti-trust laws, but will not countenance any weakening of the laws.

D.C. Variety Club To Plan '11' Game

WASHINGTON, Aug. 26.—Frank M. Boucher, Washington, D. C., Variety Club football committee chairman, has announced Aug. 31 as the date for a luncheon-meeting of his group. Plans for a benefit football game will be discussed.

The game, between the Quantico Marines and Fort Belvoir engineers, will feature 22 All-Americans and will be sponsored by the Armed Services as well as by the Variety Club. Benefiting will be the the welfare departments of the Armed Services and Washington's Children's Hospital, a continuing D. C. Variety Club charity project.

AB-PT Names Colson

BUFFALO, Aug. 26. — William Colson, former owner and operator of the Casino Theatre here and more recently manager of the Commodore and Kenmore theatres, has been appointed manager of the Niagara, AB-PT community house. Colson succeeds John Zimmerman, who has resigned because of ill health.

Leaves WB in Toronto

TORONTO, Aug. 26.—Stan Helleur has resigned as promotion director of Warner Brothers here to accept the post of chief of information and promotion with the reorganized National Film Board.

20 3-D Pictures Are 'Frozen' in Mexico

MEXICO CITY, Aug. 26.—Twenty three-dimension pictures are frozen here because distributors and exhibitors have decided that screening them is unprofitable due to the 46-cent ceiling on admission prices and the insistence of the City Amusements Supervision Department that viewers be provided to each patron free.

Review

"Wings of the Hawk"

(3-D—Universal-International)

ACTION fans should find this 3-D attraction more than satisfying. The film is punctuated throughout by fisticuffs, shooting and riding. The high adventure concerns a free-booting Yank caught in the midst of a Mexican revolution.

Van Heflin, the Yank, called Irish Gallager, finally strikes gold in Mexico, but his success is short-lived. A despotic government colonel wants to cut himself in on the find and tries to blackmail Van Heflin and his Mexican partner for half of the profits. The colonel's greed leads to a violent scrap, with Heflin escaping into the arms of the insurrectionists. Heflin's interest in the rebels is spurred by Julia Adams, a curvacious Mexican girl who rides and shoots like a man. As the plot unfolds, the free-booting Yank becomes the leader of the insurrectionists and blows up his gold mine in order to thwart the despotic government of President Diaz from reinforcing troops at a nearby city.

The plot outline may give the impression that this is a social drama. This is not so, however. The story concerns itself mainly with the individuals and the story line and characterizations fall along conventional outdoor drama lines.

Budd Boetticher, the director, should be credited for maintaining a good pace throughout the film. The 3-D effect is seldom utilized in this picture for "gimmicks." However, a few startling effects are achieved, all a part of the unfolding of the story. These effects include a gun seemingly lowered in the lap of the audience and rocks being hurled off the screen during a mine explosion. Color is by Technicolor. Stereophonic sound and a wide screen were employed at the Loew's State screening.

The picture has many exploitation angles, in addition to 3-D, which a wise exhibitor will promote into profits.

Others in the cast are Abbe Lane, George Dolenz, Anthony Moreno, Noah Beery, Pedro Gonzales-Gonzales and Paul Fierro. Aaron Rosenberg produced. The screenplay was written by James E. Moser, from an adaptation by Key Ienard of a novel by Gerald Drayson Adams.

Running time, 80 minutes. General audience classification. Release date, September.

MURRAY HOROWITZ

Insurance Plan for Screen Directors

HOLLYWOOD, Aug. 26. — Arrangements have been completed between the Screen Directors' Guild and the Continental Casualty Company of Chicago, for what is said to be "one of the most comprehensive medical and hospitalization insurance plans for members yet available to any studio or industry group."

Guild president George Sidney and vice-president Rouben Mamoulian signed the documents. More than 550 of the Guild's 740 membership have already signed for coverage under the plan, Sidney stated.

'Paradise' to the State

The New York premiere of "Return to Paradise," starring Gary Cooper in his first film since winning the Academy Award for "High Noon," will be held at Loew's State Theatre following its current attraction. United Artists is releasing the Aspen Pictures production.

Rex Carr Y. & W. Buyer

INDIANAPOLIS, Aug. 26.—Rex A. Carr has been named buyer for the Y. & W. Management Corp., succeeding the late Albert Blocher. Carr will continue to operate his Ritz and Zaring theatres in Indianapolis.

Takes Col. Indiana Post

INDIANAPOLIS, Aug. 26.—Del Buckley, formerly with RKO Radio in Montreal, has been named office manager of the Columbia Pictures exchange here.

Md. Drive-in Opening

BALTIMORE, Aug. 26.—William Myers, owner of the Echo and Deluxe theatres here, is opening his new Pocomoke Drive-In this week.

Marciano-La Starza For 3 B&K Houses

CHICAGO, Aug. 26.—Balaban and Katz has concluded a deal with Theatre Network Television to show the Marciano-La Starza fight on TV the night of Sept. 24. Present plans are to show the fight at the north side Uptown, west side Marbro and south side Tivoli, three houses with a total seating capacity of over 11,000.

The State Lake, where large-screen TV has been used from time to time, definitely will not show the bout inasmuch as "The Robe" opens there the night of Sept. 23.

Three File in Albany For N. Y. Licenses

ALBANY, N. Y., Aug. 26.—Lemar Theatre Corp. and T. & N. Theatre Corp. have registered certificates here to conduct business in New York City, while Mohawk Attractions, Inc., has registered a certificate to conduct an entertainment business in Albany.

One of the incorporators of the latter company is Julius Perlmutter, operator of a number of indoor and outdoor theatres in the Albany area, head of a Film Row booking and buying service and chief barker of the Variety Club.

Ulsh Sells 2 Theatres

ANACORTES, Wash., Aug. 26.—Harry Ulsh has sold his two theatres, the Empire and the Island, to John Kane and Charles Schuler, exhibitors of Tacoma.

Two Houses Get 3-D

COLUMBUS, O., Aug. 26.—Neth's State and the independent Linden neighborhoods are the first suburban houses to install 3-D equipment. Each house opened with Warners' "House of Wax."

Seven Films at U-I Now Being Edited; Five Are in Color

HOLLYWOOD, Aug. 26.—Of seven films currently being edited at Universal-International, four are wide-screen with color in Technicolor, one is 3-D Technicolor, one is 3-D black and white and one is a straight black and white picture.

The films are: "The Glenn Miller Story," starring James Stewart and June Allyson; "Ride Clear of Diablo," with Audie Murphy and Susan Cabot; "Border River," starring Joel McCrea and Yvonne DeCarlo; "Tumbleweed," with Murphy and Lori Nelson; "Son of Cochise," with Rock Hudson and Barbara Rush; "The Glass Web," with Edward G. Robinson, and "Ma and Pa Kettle Hit the Road Home," starring Marjorie Main and Percy Kilbride.

Sues U.A. Over Rejected Bid

PHILADELPHIA, Aug. 26.—Suit for $100,000 damages has been filed in U. S. District Court here against United Artists by William Goldberg's Studio Theatre charging the distributor with having rejected a bid for "The Moon Is Blue" which was higher than the bid made by the Trans Lux Theatre here to which the picture was awarded.

The Studio's action also seeks an injunction restraining U. A. from licensing the picture to the Trans Lux. A hearing on the action has been set for next Monday before Federal Judge Kirkpatrick.

The complaint alleges that the Studio had offered U.A. a minimum guarantee of $20,000 and eight weeks playing time for the picture and terms of 90 per cent of the gross in excess of $2,500 weekly, with the distributor to pay 90 per cent of the advertising expenditure. The engagement was to begin as soon as the picture is available and, the complaint charges, it has been available for the past month.

The Trans Lux offer, the plaintiff alleges, specified no play date and that its current attraction, "Moulin Rouge," may continue for several weeks more. It also charges that the Trans Lux bid specified no minimum guarantee or length of run; offered 90 per cent of the gross over $2,600 weekly, with all advertising costs to be paid by the distributor. The complaint also alleges that the Trans Lux is associated with Brandt theatre interests in New York.

'Island in the Sky' Premiere Sept. 3

HOLLYWOOD, Aug. 26.—Commemorating the 50th anniversary of powered flight, the "Supersonic World Premiere" of "Island in the Sky," Wayne-Fellows aviation drama for Warner Brothers, will be held at the Paramount Theatre here on Thursday evening, Sept. 3.

World famous flyers, including top aces of the Armed Forces, ranking test pilots, airline and civilian pilots will join with stars of the entertainment world in the ceremonies. National, state and civic dignitaries will also be present in the observance of the Golden Anniversary of powered flying which is being celebrated this year throughout the country.

LOOK--
but
don't
touch!

FLAMINGO — the bayou swamp-cat in skin-tight blue jeans — she was his back-door queen!

The Chiselers the cheap Tin Horns, the Two-Time Ladies and the Two-Bit Crooks...they all made the Little Guy a Big, Big Wheel-*and then he started grinding them down!*

CASTLEBERRY — a spotless record — except for the blood on his hands!

JEB BROWN — his heart was too big — it made an easy target!

GUY POLLI — a rat who squirmed through every loophole in the law!

TRADE SHOW SEPT. 3

ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
20th Century-Fox Screening Room
290 Franklin St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

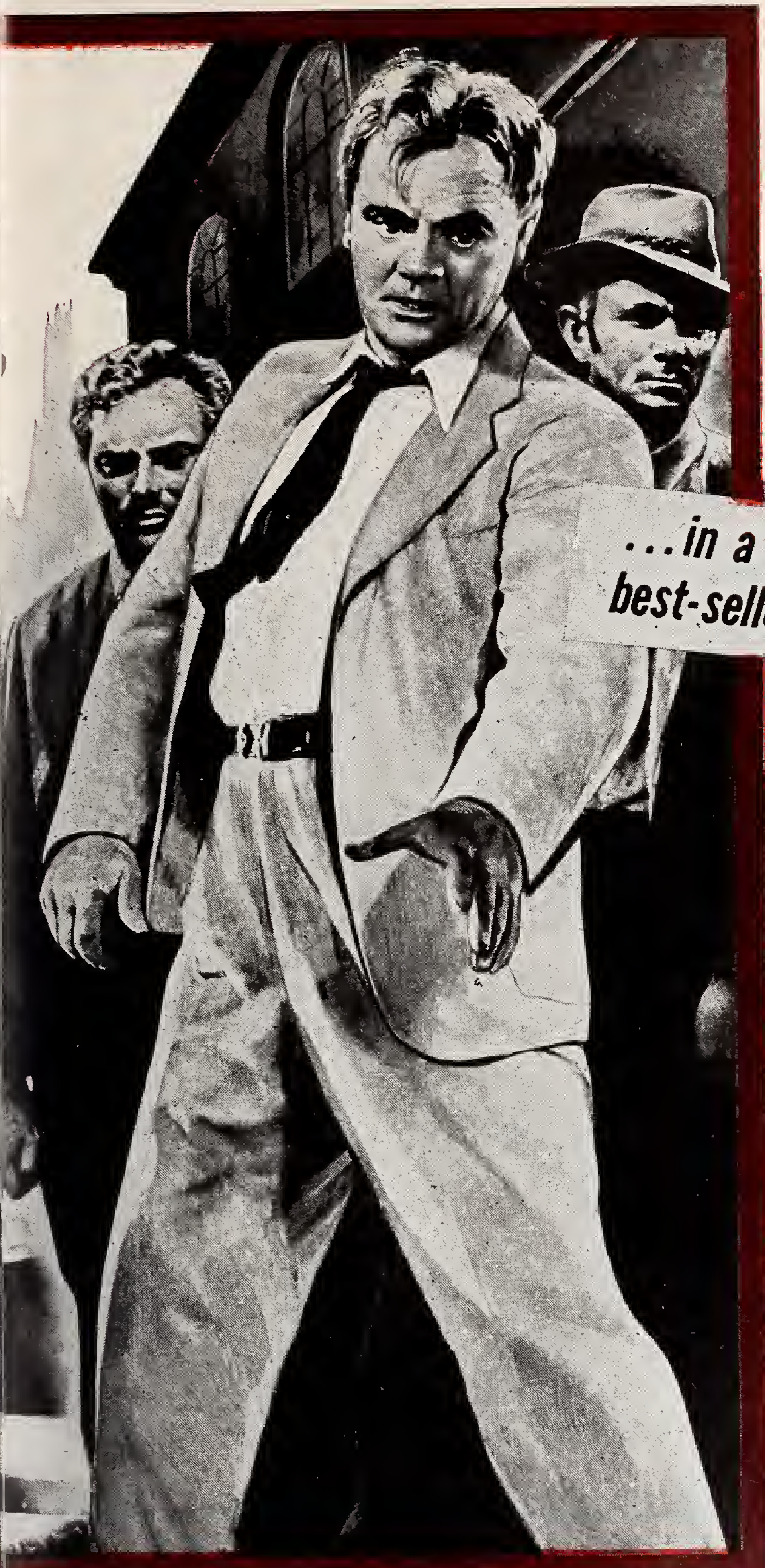
DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M



WARNER BROS. PRESENT

JAMES CAGNEY

...in a roaring role of fury...from the best-seller that roared with excitement!

"A LION IS IN THE STREETS"!

COLOR BY TECHNICOLOR

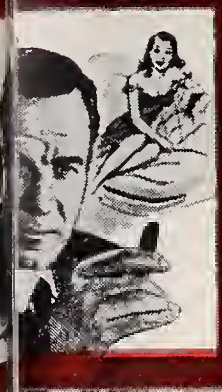
CO-STARRING

BARBARA HALE · ANNE FRANCIS

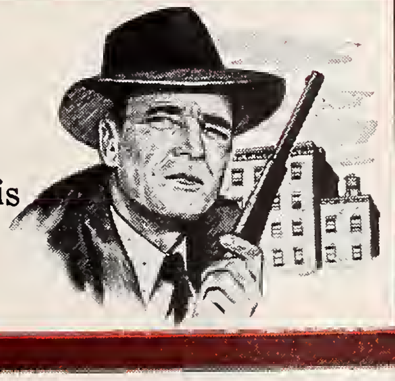
WITH WARNER ANDERSON · JOHN McINTIRE · JEANNE CAGNEY · LON CHANEY
FRANK McHUGH · LARRY KEATING · ONSLOW STEVENS · JAMES MILLICAN

SCREEN PLAY BY LUTHER DAVIS · Music by Franz Waxman · A WILLIAM CAGNEY PROD

DIRECTED BY RAOUL WALSH · DISTRIBUTED BY WARNER BROS.



SAM BEACH — he was all brass — right down to his brass knuckles!



THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1.30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1.30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

Zukor Drive

(*Continued from page* 1)

president of Paramount Film Distributing Corp., the Salute is the sales organization's tribute to the industry veteran and board chairman. Zukor said yesterday it was "particularly heartwarming to receive felicitations from so many exhibitors whose individual service in the industry extends over three and four decades."

Schwalberg said that the pledges of cooperation would assure the Salute of surpassing the most successful of the sales drives that Paramount has conducted in the past.

Zukor is scheduled to leave New York on Oct. 9 for Paris to begin a month's tour of Europe in conjunction with the Jubilee. On Sept. 28, Zukor's book, "The Public Is Never Wrong," will be published by G. P. Putnam's Sons.

Zukor Drive Confabs Set in Seven Cities

BUFFALO, Aug. 26.—Ed DeBerry, manager of the local Paramount exchange and captain of the Eastern and Southern districts in the "Adolph Zukor Golden Jubilee" drives, has scheduled campaign meetings as follows: Sept. 14, Charlotte; Sept. 15, Atlanta; Sept. 16, Jacksonville; Oct. 7, Albany; Oct. 8, New Haven; Oct. 9, Boston, and Oct. 10, New York.

Allied Board

(*Continued from page* 1)

to launch their meetings on Friday.

Two of the important items on the board's agenda are reported to be arbitration and some distributors' alleged demand for extra playing time on top pictures. Allied's participation in an arbitration system, or further talks on the establishment of one, rests entirely with the board. Because of the recommendation for an industry plan by the Senate Small Business sub-committee, it is expected that Allied will take some sort of action, one way or another.

The extra playing time issue is said to have become more pronounced in recent months.

Halperin Is Named

(*Continued from page* 1)

1920 he was transferred to the B. & K. Film Exchange which then owned the franchise for First National Pictures, and was successively shipping clerk, salesman and booker.

Five years later he was advanced to the position of assistant to Max Balaban in the B. & K. organization. He next moved to New York, in 1930, as a buyer for B. & K.'s Great States Theatres.

Twenty years ago he became film buyer for Warner Brothers Theatres in the Midwest zone. Halperin's family is well-known in the industry. He is a nephew of Sam Katz. His brother "Hal" is business manager of the music department at the M-G-M Coast studio.

Ohio House to Reopen

SHREVE, O., Aug 26.—The Shreve Theatre, closed on account of polio, will reopen Tuesday under the new ownership of Homer Hott and Clifford Selkirk.

TOA Equipment Forum

(*Continued from page* 1)

worked out by the two committees, the forum will begin immediately after convention luncheons. Represented on the panel will be experts on every phase of theatre exhibition, with emphasis on new processes and dimensions, each capable of describing how the various types of apparatus is manufactured, installed, and serviced.

Exhibitors will be able to ask questions that are confusing them and get "expert and authoritative answers and advice on how they can fit the new processes and new dimensions into their theatres," the committees say.

Among industry people from every branch and its allied fringes, this forum is expected to be the keynote of the conventions, "because of the vital importance of the changing methods of operation in projection, sound, screens, 3-D, aspect ratios and just about everything that up to now has been difficult for the average theatreman to understand and to fit into his particular situation," it was said.

"It is anticipated that between 15 and 20 experts will be seated on the question-and-answer panel so that no phase of the new processes may go unanswered or left hanging in mid-air.

"The moderator to be selected by the two organizations will be a man of wide knowledge and respect in the industry who will keep the forum moving along at a fast and interesting pace," the committee asserts.

"The forum will be open to all of the industry who want to attend or to participate so that, as far as possible, the existing confusion may be cleared and that maximum benefits may be attained by all exhibitors," according to plans.

Ball Park Seeks

(*Continued from page* 1)

would include a number of large screens around the ball park, would cut down the seating capacity of Crosley Field to 15,000, a figure far in excess of the seating capacity of any TV equipped theatre in the area. Under TNT's terms for the Sept. 24 bout, to be held in New York's Polo Grounds, the theatre television programming agency could gross a minimum of $13,500 from the ball park, if the same 90-cent per seat guarantee was received from the outdoor arena as required from theatres.

There have been reports that fight arenas, hit at the box-office by home and theatre fight telecasts, planned to purchase large screen TV equipment and telecast main events. However, no action was taken in that field, which would have put fight arenas in competition with theatre TV interests.

Network TV

(*Continued from page* 1)

facilities which carry programs from the Kansas City-Dallas radio-relay system to the local telephone building in Wichita. Network programs are fed to the Kansas City-Dallas system over a Southbound television channel which interconnects with a transcontinental route at Omaha.

With the additions, network programs are now available to 154 stations in 103 cities in the U. S.

To Manage Fox-Strand

MILWAUKEE, Aug. 26. — Miss Estelle Steinbach, Milwaukee theatre woman, will manage the Fox-Strand downtown theatre here which reopened this week. Miss Steinbach formerly managed the Fox-Downer Theatre.

The Strand will show first run films, opening with the 3-D "Arena" and then "Lili," and "Martin Luther." Pictures will also be shown at the Strand by the new CinemaScope process.

Lantz Remodels

HOLLYWOOD, Aug. 26.—Walter Lantz Productions have completed remodeling the additional 3,000 sq. feet of its studio here at a cost of $25,000. The expansion program was designed to take care of Lantz' new commercial department.

Will Rogers Drive

(*Continued from page* 1)

tive for the 1953 Salute would be $250,000.

"If everybody in the industry would contribute at least one hour's pay to this year's Salute, we'll go over our goal. An hour's pay is not too much to ask for 'our own' in this once-a-year drive to keep our Will Rogers Hospital and its wonderful work a continuing and growing operation," added Silver.

The 1953 Christmas Salute Drive will start late in October and continue through January.

"'IA' Union Day" At Saranac Today

SARANAC LAKE, N. Y., Aug. 26.—Approximately 150 members of the International Alliance, drawn from 14 states, are enroute here for tomorrow's "IA Union Day" at the Will Rogers Memorial Hospital. A special New York Central train has been chartered for the purpose.

It is expected that the IA contingent will be the largest single group ever to have visited the hospital, and also will be the first time that representatives of the union—as a group—will have had the opportunity to see for themselves how their contributions to the Will Rogers Memorial Fund are being used.

Coast Preview Today Of Dudley's Short

HOLLYWOOD, Aug. 26.—Vistarama president Carl Dudley will preview his own short subject production, "Hawaiian Holiday," for studio heads, Guild leaders, film technicians and the press, at the Hollywood Paramount tomorrow morning, in 2.66-1 aspect ratio.

Dudley today reiterated an earlier statement that "Hawiian Holiday" will open in Los Angeles, Chicago and New York during the first fortnight in September, with the Los Angeles opening set for Sept. 3, although the theatres have not yet been named.

IA Wins in Canada

TORONTO, Aug. 26. — The Department of Labor has certified the IATSE as bargaining agent for the 200 TV employes of the Canadian Broadcasting Corp.

Vandalism

(*Continued from page* 1)

that will include prosecution of parents as well as teen-agers themselves in an effort to combat the rising tide of both vandalism and crime.

The problem of teen-age vandalism, which has been plaguing many exhibitors here, was spotlighted by today's "Chicago American" in an interview with Mrs. Isaac Brotman, owner of the Avaloe Theatre, who states the theatre was forced to close by the depredations of teen-age gangs.

The article, following on the heels of a knife-battle in that neighborhood that sent three youths to the hospital, quoted Mrs. Brotman, whose husband bought the theatre 27 years ago, as saying: "The hoodlum gangs, neighborhood punks, and their girl followers drove us out of business a few months ago. We had to give it up. We couldn't take it any more. We had such a dignified little movie so quiet and peaceful, until that boy-and-girl gang started coming in. First it was just shouting and noise. Then one night they came in drunk. One of them got onto the stage and slashed the screen. He would leap up and bring his knife down. We called the police, but the youngsters threatened the police and many got away.

"Several Times a Month"

"Then they started coming in several times a month. They slashed the seats and their conduct was so filthy I would cry. It was disgusting. The girl gang-followers are as bad as, if not worse than, the boys they accompany."

The Avaloe was operated by Mrs. Brotman's son, Oscar, an attorney, until he began to devote full time to his law practice.

The police, hamstrung by a shortage of manpower, have been unable to cope with the situation. And theatres are being forced to hire additional help in an effort to combat the vandalism.

Nord Demonstrations Continuing on Coast

HOLLYWOOD, Aug. 26.—Demonstrations of the Nord extended-area 3-D one-strip film process, which began last week at the Pickfair Theatre for studio heads and producers, will continue throughout the current week, according to Nathan Supak, Nord executive.

Supak and Dr. Roy Clapp, inventor of the process, stated that they expect to cover all groups by the end of this week.

Conditional approval was given the Nord system by R. J. O'Donnell, vice-president and general manager of the Texas Interstate Circuit, who, during his visit here, said, "I have seen the demonstration of the Nord extended area single-strip 3-D projection process, and I believe it can be the answer for the average exhibitor. If projection in color compares equally with what I have seen in black and white I would have no hesitation in recommending it or using it in our own theatres."

WBUF-TV in Operation

BUFFALO, Aug. 26.—WBUF-TV has become Buffalo's second operating television station. It telecasts on UHF channel 17. Gary L. Cohen is executive vice-president.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 42 NEW YORK, U. S. A., FRIDAY, AUGUST 28, 1953 TEN CENTS

U. S. Collected $310,223,953 Taxes in Year

6% Under '51-52; June Revenue Up $3,000,000

WASHINGTON, Aug. 27.—General admission tax collections in the 1952-53 fiscal year, ending last June 30, totaled $310,223,953, almost six per cent below the $328,861,013 collected in the 1952 fiscal year, the Bureau of Internal Revenue reports.

At the same time, the Bureau said that collections for June, reflecting May business, were up sharply from collections for June, 1952. It reported June, 1953 collections at $26,269,741, more than $3,000,000 better than the $23,039,083 reported for June, 1952.

Collections for the first six months of the current calendar year, January through June, totaled $138,484,051, not too badly under the $140,656,958 collected in the same 1952 period.

General admission taxes include taxes on admissions to sporting events, legitimate theatre, concerts and

(*Continued on page 6*)

MGM Meet Opens Mon.

HOLLYWOOD, Aug. 27.—Loew's M-G-M sales delegates from all over the country and from many places abroad will converge on Monday at the company's Culver City studios for the opening of Metro's "See For Yourself" sales conference to view product to be released this fall and winter and to hear policy plans. Sessions will also be held at the Ambassador Hotel, and will run for five days, according to an announcement from Charles M.

(*Continued on page 3*)

U. S. Trust Cases To Be Reviewed

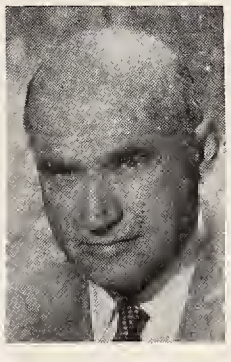
BOSTON, Aug. 27.—Assistant Attorney General Stanley N. Barnes, in charge of the Anti-Trust Division, said he plans to review every one of 139 pending anti-trust cases, but that he doubts he will decide to dismiss very many of them.

He made the statement in a speech to the American Bar Association

(*Continued on page 6*)

Europe Making Too Many Pictures, Goldwyn Says

The European industry is making too many pictures and will suffer the same "fate" as Hollywood did if it continues, Samuel Goldwyn said here yesterday upon his arrival from a four-month stay in Europe. Goldwyn indicated that he feared the flooding of the market with inferior product. Expressing increased faith in the industry, Goldwyn said there was an "evolution" going on in Hollywood, meaning that the studios were evolving new technical improvements to attract the public. Film fans no longer go to the theatre just to see a



Samuel Goldwyn

(*Continued on page 6*)

Para. Sales Drive Opens Next Week

Next week will be celebrated by Paramount as "Jubilee Week," marking the opening of the "Adolph Zukor Golden Jubilee Salute," A. W. Schwalberg, president of Paramount Film Distributing Corp., disclosed here yesterday. The "Salute" will be a 14-week sales drive in commemoration of the Paramount Pictures

(*Continued on page 6*)

CinemaScope Halts UK 20th-Fox Production

LONDON, Aug. 27.—Changeover to the CinemaScope style of production has resulted in a decision by 20th Century-Fox to suspend film production in England for a year. Company production executives here will leave shortly for Hollywood to be briefed in production procedures of the new medium.

Ritchey Says U.K. Fans Favor 3-D, Despite Reports

England is more receptive to 3-D pictures than it has been given credit for, according to Norton V. Ritchey, president of Monogram International, who has returned here from England, Holland and Germany. Ritchey said the idea that British fans were not favorable to three-dimensional pictures probably stemmed from the fact that the initial 3-D pictures shown there were not popular. However, he pointed to the fact that "House of Wax" and "Sangaree" were in their 16th and 12th

Norton Ritchey

(*Continued on page 6*)

AB-PT Given Six Months Divestiture Extension

By J. A. OTTEN

WASHINGTON, Aug. 27.—The Justice Department has agreed to give American Broadcasting-Paramount Theatres a six-months' extension, until March 3, 1954, of the firm's deadline for completing its major theatre divestiture program.

This program covering all divestitures and dissolutions of joint interests other than the Interstate circuit, still has about 55 to 58 properties to dispose of, Justice officials said. The firm had a Sept. 3 deadline on these sales originally, before the latest extension.

AB-PT has a March 1, 1954 deadline for winding up the Interstate divestiture. Justice officials said they understood about 15 theatres are still to be disposed of under this program.

AB-PT has so far dissolved or sold interests in about 700 theatres since the consent decree was made effective

(*Continued on page 6*)

Brewer Wants His IA Future Defined

HOLLYWOOD, Aug. 27.—Clarifying a situation clouded by conflicting reports concerning the IATSE executive board's attitude toward the resignation tendered by Roy M. Brewer, international representative here, Brewer said today: "Since the story appeared in Monday's papers there have been several offers of employment which have come to me, for

(*Continued on page 6*)

Film Rentals of 20th-Fox Rise $4,426,453

CinemaScope Cuts Into 26-Week Net Profits

Income from film rentals realized by 20th Century-Fox for the 26-week period ended June 27 was $48,415,246, a rise of $4,426,453 compared to the same period in 1952, the company reported here yesterday.

However, due to the transition to CinemaScope, earnings were adversely affected for the second quarter, lowering the net earnings at the end of this year's 26-week period appreciably. The company reported consolidated net earnings of $158,309 for the 26 weeks ended June 27, 1953, compared to net earnings of $154,404 in the same period in 1952, exclusive of domestic theatre subsidiaries which were separated on Sept. 27, 1952. This amounted to six cents per share, the same as this year on the same number of shares of common stock then outstanding, which numbered 2,769,486.

The net loss for the second quarter ended June 27, 1953, amounted to $865,656 as compared to net earnings

(*Continued on page 6*)

73,665 Dates For Lichtman

On the books of the 32 exchanges in the United States and six in Canada on the eve of 20th Century-Fox's field-initiated "Al Lichtman Testimonial" were 73,665 feature bookings, or an average of 14,733 per week, for the five-week period from Sunday through Oct. 3.

That was the report made yesterday at the home office to executive assistant general sales manager W. C.

(*Continued on page 6*)

Only $3,000,000 for U. S. Film Division

WASHINGTON, Aug. 27. — The Government's overseas film program will be the biggest budget cut of any of the four major information media in the U. S. information agency, director Theodore C. Streibert announced.

He said the film division would be

(*Continued on page 3*)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York tomorrow from Europe.

•

Spero Latchis, president of the Latchis Theatres, of Vermont and New Hampshire, became a grandfather when his daughter, Mrs. James Carvelas, gave birth to a son, Louis.

•

Lou Brown, director of advertising and publicity for Loew's-Poli New England Theatres, Hartford, has returned there from a vacation in Virginia.

•

N. H. Waters, Sr., head of Waters Theatres, Birmingham, Ala., has been named to a two-year term on the board of governors of the Downtown Club.

•

Manny Reiner, Goldwyn Prod. foreign sales manager, will return to New York on Tuesday from an extended European trip.

•

Frank Callaway, operator of the York-Clover Drive-in at Gastonia, N. C., has returned there following hospitalization.

•

Wanda Hale, motion picture critic of the New York "Daily News," will leave here for Europe today on the S.S. Liberte.

•

James L. Walcott, Pathe Laboratories executive vice-president, will arrive in Hollywood from New York on Monday.

•

Howard Stubbins, co-owner of the Allied Artists West Coast exchanges, has returned to Hollywood from Chicago.

•

Jeff Livingston, Universal-International's Eastern advertising manager, is in Boston from New York.

•

Harold J. Mirisch, Allied Artists executive, will sail from here for Europe today aboard the S.S. Liberte.

•

Doug Johnson, Republic Pictures booker in Atlanta, has resigned to join Lockheed Aircraft in Marietta, Ga.

•

Albert E. Sindlinger, business analyst, of Ridley Park, Pa., has returned there from Detroit.

•

Dick Carroll, of the Paramount New Haven exchange, has returned there from Cape Cod.

'Scope' in Canada At FPC Meetings

TORONTO, Aug. 27.—Two more special demonstrations of CinemaScope are scheduled for Canada, both in connection with regional conferences of Famous Players Canadian Corp. The first will be conducted during the meeting to be held from Sept. 13 to 17 in Winnipeg. The second showing is scheduled for the convention of Eastern managers and partners here on Oct. 4-7.

Rosenberg to Start Production Firm

Producer Frank P. Rosenberg is leaving 20th Century-Fox to start his own production company, to be called Colony Pictures, Inc., it was disclosed here yesterday by a representative for Rosenberg.

Before his departure from 20th-Fox, he will complete "King of the Khyber Rifles," the CinemaScope Tyrone Power starrer, it was stated. Rosenberg's first independent production will be "Royal Flush," an original by Robert Buckner. Rosenberg was reported to be lining up Gary Cooper for the starring role. The producer indicated that he would adopt a profit participation policy for writers, directors and stars.

Further Increase in Coast Production

HOLLYWOOD, Aug. 27.—The production chart again shows an increase of three points, for a total of 29 pictures in work. Five new pictures were started and two were completed.

Started were: "River Beat" (Abtcon Pictures, Inc.), and "Duel in the Jungle" (Moulin-Associated Corp.), Independent; "Executive Suite," Metro-Goldwyn-Mayer; "Red River Shore," Republic; "Fort Laramie," Universal-International.

Completed were: "The Caine Mutiny" (Kramer Company), Columbia; "Knock on Wood," Paramount.

American Legion to See 'High Ground'

ST. LOUIS, Aug. 27.—George Nichols, of M-G-M's studio publicity department, arrived here from New York today to be on hand for a special screening of Dore Schary's "Take the High Ground" tomorrow for the American Legion. The picture also will be shown to the local industry at Loew's State Theatre as part of the "See For Yourself" closer-to-home screenings. Nichols will return to New York folowing the screening.

Elaine Stewart, co-star of the Ansco color film, is due in St. Louis on Monday to be awarded an honorary citation by the Legion when she appears at the convention. From here she will go to Kansas City on the next lap of a 16-city tour. She is accompanied by Frances Lane of the Metro publicity staff.

Zimbalist to Coast On New Production

Producer Al Zimbalist left for the Coast last night after 10 days in New York setting distribution deals and financing for current and future productions.

Zimbalist completed "Robot Monster" recently and plans to start shooting on "Catwomen on the Moon" at the Goldwyn Studios on his return to Hollywood, in association with Bob Savini. He will follow that with "African Lost World," on which Jules Weill will be associated with him.

Para. Names Gubbins Boston Sales Head

The appointment of John P. Gubbins as Boston sales manager for Paramount, succeeding Jack Brown, who was elevated to the post of Boston branch manager, was disclosed here yesterday by Hugh Owen, Eastern-Southern division manager.

Gubbins had been a salesman in the Boston area. Brown succeeded John G. Moore who became assistant division manager with supervision over the Boston, New Haven, Albany and Buffalo territories under Owen.

Italian Film 'Boom' Cited by 'Newsweek'

High tribute is paid to the "revitalized Italian film industry" and to Italy's post-war actresses in the current issue of "Newsweek" magazine which will be on newsstands Monday. In addition to color photos of the outstanding actresses of what the magazine calls "The New Roman Empire," the article commends the increased production, co-production and migration of Hollywood stars to the Mediterranean country.

UA's Benjamin Back From European Trip

Robert S. Benjamin, chairman of the board of United Artists, returned here yesterday from London where he attended UA's international convention. While headquartering in London, Benjamin made several trips to France and Italy on company business.

Hickman to Tour for UI

Herman Hickman, football coach and television personality, who has a featured role in Universal-International's new production, "The All-American," will make a key city tour in connection with the advance promotion of the picture. Initial swing through the South calls for Hickman to be in Nashville on Sept. 8; Atlanta, Sept. 9-10; Memphis, Sept. 11 and Jacksonville, Sept. 14. Hickman will make television and radio appearances and will meet press representatives.

'Boy Lost' to Wilshire

HOLLYWOOD, Aug. 27—"Little Boy Lost," Paramount's latest Bing Crosby starrer, will have its world premiere at the Fox Wilshire Theatre in Beverly Hills on Wednesday. The event, to which have been invited celebrities from the entertainment world, will launch an extended engagement, with regular performances starting on the following day.

Leon L. Foster Dies

BOSTON, Aug. 27.—Leon L. Foster, 58, formerly with the Capitol Theatre and National Theatre Supply here, died today in Needham, Mass., after a lengthy illness. Surviving are his widow, a son, Leroy, and a sister. Funeral services will be held on Saturday at Needham.

Rank's Organization Top Space Buyer in Canada Magazines

TORONTO, Aug. 27.—The J. Arthur Rank Organization has been the No. 1 advertiser in consumer magazines in Canada since 1945, a survey discloses.

Only other major which came close to the Rank consistency was RKO Pictures, which shows up in every year except this year, 1948 and 1950. The consistency of the Rank advertisements is credited by a spokesman for the agency handling its ads with putting over English films in Canada. Rank spent money each year in Canadian publications while American companies were neglecting the medium in this market.

Spokesman for the Rank Agency said that 12 types of ads were tested, and an editorial type of ad illustrated with a photograph evolved. The American companies depended on their advertisements in the American magazines to sell the Canadian audience.

Film Companies Spent $260,485

From 1945 until now, a total of $260,485 has been expended by the film companies. In 1946, the magazines had a bumper year with film companies spending $49,957; 1947 was a close second, with $45,962 being spent. The third biggest year was 1949 when $44,886 was spent. Next in order were 1948, $35,070; 1950, $30,509; 1945, $21,136; 1951, $16,634; 1952, $9,656, while this year, in the first six months, only $6,675 was spent.

Biggest spender was Rank, with $145,802 worth of space taken. Another generous advertiser was RKO, taking $62,193 worth of space. Famous Players Theatres in 1949 and 1950 spent a total of $9,066. However, Famous Players is probably the largest entertainment advertiser in the country, confining its space to the daily papers.

'Luther' Test in 2nd Wk.

COLUMBUS, O., Aug. 27.—In a test engagement, "Martin Luther" went into a second week at the RKO Grand at a $1.19 top.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

• in Person •
DEAN MARTIN & JERRY LEWIS
DICK STABILE AND HIS ORCHESTRA
Extra POLLY BERGEN
ON SCREEN
Plunder of the Sun
GLENN FORD DIANA LYNN PATRICIA MEDINA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

$3,000,000

(*Continued from page* 1)

alloted only $3,000,000 for its operations in the current fiscal year, compared to last year's $7,121,300 and to $10,200,000 in the two previous years. This would be a cut from the past year of almost 60 per cent by contrast; the press branch was reduced about 45 per cent, radio slightly over 25 per cent, and libraries and information centers not quite 25 per cent.

Dismissals Inevitable

Streibert explained that the cuts were made necessary by Congressional appropriation reductions. Total agency personnel will have to be reduced from 8,200 to 6,200, he said. About 70 will be discharged in the motion picture service in New York, in addition to discharges in Washington and overseas, it was announced.

J. Cheever Cowdin, former Universal Pictures board chairman, was recently named head of the film division.

The Streibert announcement said the film division budget "permits contracting for only a few new productions in the U. S." Film division officials have said they thought the budget would eliminate all new film production as well as all new equipment purchases.

The most essential film needs of field posts will be met by films currently on hand or in production, Streibert declared. "It is planned to complete the films now in progress at the most important overseas locations," he added. "By concentrating efforts in fewer countries, more effective programs can be maintained for the groups considered most important for the U. S. to reach."

Priority Policy in Effect

Streibert's statement made it plain that the film program and other media programs from now on will be carried out on the basis of a priority list of countries, with the agency going down the priority list in its efforts until its funds run out.

Wilschke 25-Year Man

NEW ORLEANS, Aug. 27.—E. O. Wilschke, operating manager of Altec Service Corp., was guest of honor here at a party for the 25th anniversary of his joining the company. Wilschke became associated with Erpi, predecessor of Altec, in 1928. Attending the celebration were Bruce Newborn, branch manager, and Altec field engineers W. Y. DeJarnette, Duke Chambers and James Skelly, Jr.

Altec Coast Confabs Set

A series of conferences for West Coast executives of Altec Service Corp. has been called by L. D. Netter, Jr., who will leave here by plane on Sunday for Beverly Hills to preside at the meetings. Also participating in the conferences will be H. M. Bessey, executive vice-president, and E. O. Wilschke, operating manager.

Slee Leaving M-G-M

CHICAGO, Aug. 27. — Warren Slee, after 17 years with M-G-M as the company's studio representative in Chicago, is resigning and moving to Hawaii to start his own public relations business. His resignation will be effective Sept. 19.

Reviews

"Saginaw Trail"

(*Columbia*)

GENE AUTRY and his faithful stallion, Champion, once again ride the trail of law and order in a saga of fur trappers and renegade Indians that should entertain most Western fans. The children, in particular, should enjoy the film because a supplementary conflict in the proceedings involves child villains and heroes. There's action and laughter along the Saginaw and Autry followers will not be one bit disappointed.

Smiley Burnette, Autry's bumbling partner, eases a touch or two of the comic into the story when the action needs a boost. Autry is his usual sterling self, a friend of the good and a hard-bitten terror when dealing with the enemies of justice. He is convincing in his role and so are the other principals—Connie Marshall, Eugene Borden, Ralph Reed, Henry Blair and Myron Healey.

This latest episode in the Autry series takes place in 1827 in the Saginaw region of Michigan, where the Indians and fur traders are being pushed back by advancing settlers. A family of settlers is killed by the renegades along the trail and Gene decides to do some investigating. The sole survivor of the raid is a 15-year-old boy, Ralph Reed. Autry takes him under his wing. The hero leaves the teenager with a neighboring fur trader—who is the head of the murderers—and wanders out to trap the villains. With the help of Reed, Autry acquires the needed information to capture the outlaws and after a rough and tumble brawl turns them over to the authorities.

Armand Schaefer produced and George Archainbaud directed this production which was based on a story and screenplay by Dorothy Yost and Dwight Cummins. Others in the cast are Mickey Simpson, John War Eagle, Rod Red Wing, Billy Wilkerson, Gregg Barton and John Parrish.

Running time, 56 minutes. General audience classification. For September release.

R. H. P.

"China Venture"

(*Columbia*)

HERE WE HAVE ANOTHER DRAMA of World War II, complete with hard-as-nails Marines, Japanese troops and Chinese guerrillas. With these ingredients it can't help coming across with action galore, which seems fairly certain to satisfy those that delight in the blood, sweat and tears type of product. To aid the exhibitor in selling the film, there are two box-office names in the cast, Edmond O'Brien and Barry Sullivan. Providing the lone distaff interest is Jocelyn Brando, Marlon's sister, who is attractively cast as a Navy nurse in her first screen role. Oddly enough, she appeared as the only female, also a nurse, in her stage success, "Mr. Roberts."

The melodrama maintains a good pace throughout most of its running time and does a competent job of pinpointing action. Although the formula it follows is more or less standard, it does possess a switch or two which gives it an original approach. Sullivan, as a Navy intelligence expert, and O'Brien, as the seasoned officer who resents desk commanders, are convincing in their portrayals. The supporting roles are handled competently.

This is the story of the attempts of a group of Americans to slice their way through the jungles of Southern China to buy a captured Japanese admiral from a group of guerrillas. Of course the guerrillas are just as treacherous as the Japanese and as would be expected this throws the transaction into a state of confusion on more than one occasion. But the heroes are more than a match for the enemy and outwit their opponents, thanks to Sullivan who sacrifices himself for the sake of the group.

Don Siegel's deft direction and Anson Bond's production work help to keep the screenplay by George Worthing Yates and Richard Collins moving smoothly. Mr. Bond is also the author of the original story upon which the screenplay was based. Others in the cast are Leo Gordon, Richard Loo, Dayton Lummis, Leon Askin, Dabbs Greer, Alvy Moore, Wong Artarne, Philip Ahn, Guy Way, Frank Wilcox, James Anderson, Rex Reason and Todd Karns.

Running time, 83 minutes. General audience classification. For September release.

R. H. P.

"Eyes of the Jungle"

(*Lippert Pictures*)

THE locale for this Jon Hall vehicle is India, instead of Africa. He and his friend, Ray Montgomery, are over there doing medical research. But their adventures with the local hoodlums take up more time than their medical research.

The heroes have three separate escapades all leading into each other. Their first conquest is a phony "fossil hunter" who is trying to steal some native treasure. Then they recover a gold plaque stolen by two Americans. Their third bit of heroism (and the most interesting) is the breaking up of a slave girl ring.

Hall and Montgomery play the same parts they did in another recent jungle feature, "White Goddess." This picture, perhaps because of its variety, is slightly better

Rudulph Flothow produced and Paul Landres directed, from a screenplay penned by Barry Shipman and Sherman L. Lowe. The film is an Arrow Production.

Others in the cast are Victor Millan, Edgar Barrier, Frank Fenton and Merrill McCormick.

Running time, 79 minutes. General audience classification.

M-G-M Meet

(*Continued from page* 1)

Reagan, M-G-M's general sales manager, and Arthur M. Loew, president of Loew's International Corp., foreign affiliate.

Attending the conference will be sales executives from the overseas offices of Loew's International, a group of home office executives, M-G-M's sales managers, district managers and branch managers, and the field representatives of the exploitation and promotion department.

Seven Films to Be Screened

The studio sessions will be highlighted by screenings of "Easy to Love," "Fort Bravo," "Kiss Me, Kate," "The Long, Long Trailer," "Take the High Ground," "All the Brothers Were Valiant," and "Mogambo," plus excerpts from "Knights of the Round Table" and "Rose Marie," which are being produced in CinemaScope.

Arrangements are now being made for theatre screenings of "Mogambo" in approximately 100 theatres in exchange and other cities throughout the country, and it is expected that the other pictures planned for the "See For Yourself" campaign of showmanship recognition will be scheduled in the next few weeks.

As an incentive to enlist exhibitor co-operation, M-G-M's sales and promotion departments will conduct a contest among exhibitors for the best campaign on "Mogambo," the campaigns to be submitted by exhibitors following the local "See For Yourself" trade shows.

All Pictures Are in Color

The trade screenings of "Mogambo" are being arranged to take place, wherever possible, in theatres equipped for showing the picture on wide-screen with stereophonic sound during morning hours prior to the opening of the theatres to the public. All of the pictures are in color by Technicolor, Ansco or Eastman color.

Meadow Gets Rights To 3 College Films

Rights to three short subjects produced by the motion picture division of the Department of Theatre Arts of the University of California have been acquired by Noel Meadow. The films are: "Crucifixion," a treatment of the Rico LeBrun painting of the same name; "Three American Ballads," written and directed by Alfred Kouzel, and "Introduction to Jazz," dealing with the development of this musical form in American life.

Pitch Tents in Roxy

Boy Scouts from the Greater New York area will stage a Scout Round-Up at 11:00 A.M. today when they will pitch tents in the Rotunda of the Roxy Theatre here. The occasion is the opening of their own Boy Scout exhibit and salute to the premiere of "Mr. Scoutmaster."

Venice Award to 'Heidi'

Lazar Wechsler's production of "Heidi" has been awarded first prize as the best youth film in the Venice Film Festival, Wechsler reports. The film, based on the children's classic, was selected from entries submitted by film-makers all over the world, he stated.

A Message from the 1300 Field Employe

HERMAN WOBBER Western Div. Mgr.

H. G. BALLANCE Southern Div. Mgr.

M. A. LEVY Mid-West Div. Mgr

M. MOSKOWITZ Empire State Div. Mgr.

C. GLENN NORRIS Atlantic Div. Mgr

T. O. McCLEASTER Central Div. Mgr.

PETER MYERS Canadian Div. Mgr.

BRYAN D. STONER Ass't Western Div. Mgr

PAUL S. WILSON Ass't Southern Div. Mgr

W. A. BRYANT New Orleans

JACK B Seatt

JACK ERICKSON San Francisco

T. R. GILLIAM Chicago

DAVID S. GOLD Des Moines

G. F. HALLORAN St. Louis

JOHN HOLSTON Charlotte

C. B. KOSCO Buffalo

J. J. LEE Detroit

AL LEVY Pittsburgh

K. O. LLOYD Salt Lake City

J. H. LORENTZ Milwaukee

SAUL MA Minnea

NAT ROSEN Albany

I. J. SCHMERTZ Cleveland

J. E. SCOTT Omaha

MARK SHERIDAN Dallas

B. A. SIMON New Haven

MORRIS SUDMIN Los Angeles

T. D. TIDWELL Jacksonville

T. W. YOUNG Memphis

V. J. BEATTIE Toronto

G. L. CHERNOFF Montreal

R. A. CR Calg

CENTURY-

We of the distribution department want
United States and Canada who have so w

AL LICHTMA

AUGUST 30th - OCTOB

We assure you of our continued dedicati
at all times, the best interests of the

of

CONN
anapolis

M. CONNOLLY
Boston

D. M. COURSEY
Atlanta

SAM E. DIAMOND
Philadelphia

ABE DICKSTEIN
New York

V. J. DUGAN
Denver

McNABB
cinnati

J. R. NEGER
Kansas City

M. W. OSBORNE
Oklahoma City

C. F. POWERS
Portland

J. B. ROSEN
Washington, D. C.

HUBER
innipeg

R. G. MARCH
St. John

J. E. PATTERSON
Vancouver

th

OX

thank all the exhibitors of the
eheartedly joined with us in our

TESTIMONIAL

3rd

o the pleasure of serving,
at motion picture industry.

Goldwyn

(*Continued from page* 1)

picture; they are much more selective, he said.

The experimentation that is going on, Goldwyn continued, will result in better dimensional quality, but in the long run it's the story that counts. He said he was more convinced than ever that Hollywood product led the world in production perfection, even though the industries in all countries learn from each other.

Goldwyn said that President Eisenhower did the only thing he could do in vetoing the Mason Bill which would have eliminated the 20 per cent Federal admission tax. The President could not have singled out one industry for relief and ignore the others, he said. Goldwyn said it was quite likely that a number of theatres would close, but also said there were too many theatres.

Goldwyn visited every capital in Europe during his overseas trip. He was given a "royal" welcome in Copenhagen because of the popularity of his "Hans Christian Andersen." He will be here about two weeks before returning to Hollywood, having been away from the film capital for six months.

AB-PT

(*Continued from page* 1)

March 3, 1949, according to Justice Department officials. The 15 Interstate properties and the 55 to 58 other properties are all that remain to be disposed of out of a divestiture program originally calculated to force the sale or disposal of some 774 theatres.

Dudley Coming East For 'Aloha' Preview

HOLLYWOOD, Aug. 27.—Vistarama president Carl Dudley will leave here by plane tomorrow night for conferences in New York concerning distribution of "Aloha Nui," previewed here this morning, and shorts and features filmed in the Vistarama process. Present plans call for the previewing of "Aloha Nui" at the RKO 86th Street Theatre in New York for the trade and press Tuesday morning.

Studio executives, producers, directors, writers, independent groups, talent guilds, were represented in today's preview audience at the Paramount Hollywood Theatre, where a Hawaiian travel short, filmed in Vistarama using Eastman color in Hawaii by Dudley, was screened in 2.50:1 aspect ratio. This was first time Dudley's own Vistarama projection lens had been given theatre demonstration.

UN Invites Kaye

Danny Kaye has been invited by the United Nations secretariat to join Marian Anderson, Ezio Pinza and Salvatore Baccalone in entertaining at a reception to be held at the secretariat on Sept. 8. Kaye will leave Hollywood for New York upon the completion of his independent production for Paramount, "Knock on Wood."

'Melba' to Chi. Esquire

CHICAGO, Aug. 27.—H. & E. Balaban has bought "Melba" for the picture's first Chicago run. It will open at the Esquire late in September or early in October.

'Al Lichtman' Bookings

(*Continued from page* 1)

Gehring, Western-Southern sales manager Edwin A. Aaron, and Eastern-Canadian sales manager Arthur Silverstone, by Western division manager Herman Wobber, in speaking for the division managers' committee that is in charge of the testimonial.

Wobber flew to New York from San Francisco for the express purpose of making the report that insures 20th Century-Fox all-time feature booking and revenue records for the Lichtman Testimonial's five-week period, the company stated.

As of Wednesday, a total of 15,017 theatres and drive-ins had booked 20th Century-Fox product for the testimonial period. As of the same date, on the books of the exchanges were 2,731 bookings on "Gentlemen Prefer Blondes" for the four-week period from Sunday through Sept. 26.

Other bookings on the newer releases on the branches' books, on Wednesday, to be played off between Sunday and Sept. 26, a four-week period, were reported by Mr. Wobber as follows:

Two thousand one hundred forty-eight on "Pickup on South Street," including 138 repeat engagements; 2,212 on "White Witch Doctor"; 1,764 on "The Farmer Takes a Wife"; 2,416 on "Titanic," and 1,916 on "The Girl Next Door."

Moreover, a Coast-to-Coast U. S. saturation run on "Mister Scoutmaster" will get under way on Sunday. In the four-week period starting Sunday through Sept. 26 bookings on the 32 U. S. branches' books showed on Wednesday that 1,752 theatres will play "Mr. Scoutmaster." Most of these engagements are being supported by territorial TV campaigns.

Wobber stressed the fact that his report is based on bookings locked up and on the exchanges' books and by no means reflect the final feature booking totals for the Lichtman Testimonial. He compiled his report from records phoned in by division managers Harry G. Ballance, Moe Al Levy, Martin Moskowitz, Tom O. McCleaster, Glenn Norris, and Peter Myers, who, with Wobber, comprise the committee leading the company's 1,300 field employees in the campaign.

20th-Fox Reports

(*Continued from page* 1)

of $877,811 for the second quarter of 1952.

The transition of the company to CinemaScope pictures has adversely affected earnings for the second quarter, it was stated. The net earnings for the first quarter of 1953 were $1,023,965.

According to the comparative consolidated profit and loss statement, total income for the 26 weeks ended June 27, 1953, was $51,515,004, compared to $46,646,456 for a similar period the previous year. Total expenses for the 1953 period were put at $51,356,695, compared to $46,601,052 in 1952.

It was also announced that a quarterly dividend of 25 cents per share on the outstanding common stock has been declared payable Sept. 26 to stockholders of record at the close of business on Sept. 10.

U. S. Collected

(*Continued from page* 1)

other amusements as well as to motion picture theatres.

Total admission tax collections in June, including roof garden and cabaret taxes and various over-charges and miscellaneous taxes as well as general admission taxes, totaled $29,479,041, compared with $26,497,849 in June last year.

The June figures might be the last or the next to the last monthly figures to be reported by the Bureau. Starting July 1, excise collections are being reported to the Bureau by theatre owners only quarterly, rather than monthly.

Para. Sales Drive

(*Continued from page* 1)

board chairman's 50th anniversary in the motion picture business.

Thousands of dollars in prizes await the winners of the Aug. 30-Dec. 5 sales drive, it was stated. Schwalberg predicted that the drive will be one of the most successful conducted by the company.

Favor 3-D

(*Continued from page* 1)

weeks, respectively, in London, and are still going strong.

Allied Artists' 3-D picture, "The Maze," has been set in six situations in England, opening at the Astoria Theatre in Brighton on Sept. 7 with a Hollywood-type premiere. Ritchey said that the Brighton engagement would be a good test because Brighton is an "Atlantic City" type of location that draws a wide varety of people.

Ritchey said that the ABC circuit in England has about 70 theatres equipped for 3-D and Odeon has more than 30 installations.

Commenting on the forthcoming conferences here regarding British remittances, Ritchey said he could see no reason for a film agreement except for free conversion. He said Britain's economic situation had improved and that dollar balances were good. American film companies were spending money in England, not because of rules, but because it is good business, he added. Facts bear out that there is no frozen sterling of U. S. companies, he said, and therefore, there should be no artificial controls.

AA's British Film Plans Flexible

While Allied Artists' co-production commitments with Associated British Pictures calls for only two pictures, the arrangement is a flexible one and may be expanded, Harold Mirisch, A.A. vice-president, said here yesterday. Mirisch will sail today on the S.S. Liberte for London to confer with Robert Clark, managing director of ABP.

Mirisch said that the joint production now in work is a picture tentatively titled "O'Leary Night" and that "Black Prince" is scheduled to start next spring. As previously announced, the latter picture may be made in CinemaScope.

Following the London sessions, Mirisch will make a European tour and is scheduled to return here in about five weeks.

U.S. Suits

(*Continued from page* 1)

meeting here. Barnes mentioned no cases by name. Among pending cases is the government's 16mm. anti-trust suit.

Some anti-trust cases, Barnes said, have been brought in the past more as a matter of policy-making than law enforcement.

He promised to review all pending cases to determine which he would not have filed in the first place, and then to decide what to do about those cases he would not have filed originally. But he cautioned that his study so far had convinced him "that there are very few that will ultimately be terminated by dismissal."

Wants Some General Discussion

Barnes also said that he hoped that before the department files cases in the future, "we can find the time for around-the-table discussion and explanation with the company lawyers involved.

The anti-trust chief denied that the department is by and large ambushing innocent American businessmen, and said that most cases filed by the division are "out-and-out violations of well-recognized anti-trust prohibitions."

Barnes also revealed the names of the 58 lawyers, economists, judges and professors who will serve on the Attorney General's national committee to study the anti-trust laws. Barnes and Michigan law school professor S. Chesterfield Oppenheim are co-chairmen.

Members include such lawyers as Whitney North Seymour, of Simpson, Thacher and Bartlett, counsel to Paramount; Breck P. McAllister, of Donovan, Liesure, Newton and Irvine, RKO counsel; John W. Davis, Loew's counsel; former anti-trust chief Wendell Berge; and Bruce Bromley, of Cravath, Swaine and Moore, one-time Paramount counsel.

Defines Committee's Purpose

Barnes emphasized that the committee's main job was not to study the anti-trust laws from scratch but "to arrive at conclusions and recommendations on what to do about what is already known about anti-trust." He promised that the work would not be done precipitately nor would it be allowed to drag. "If it takes, for example, several years, it will be generally agreed that this is a reasonable time for the large proportions of the project," he declared.

Brewer Wants

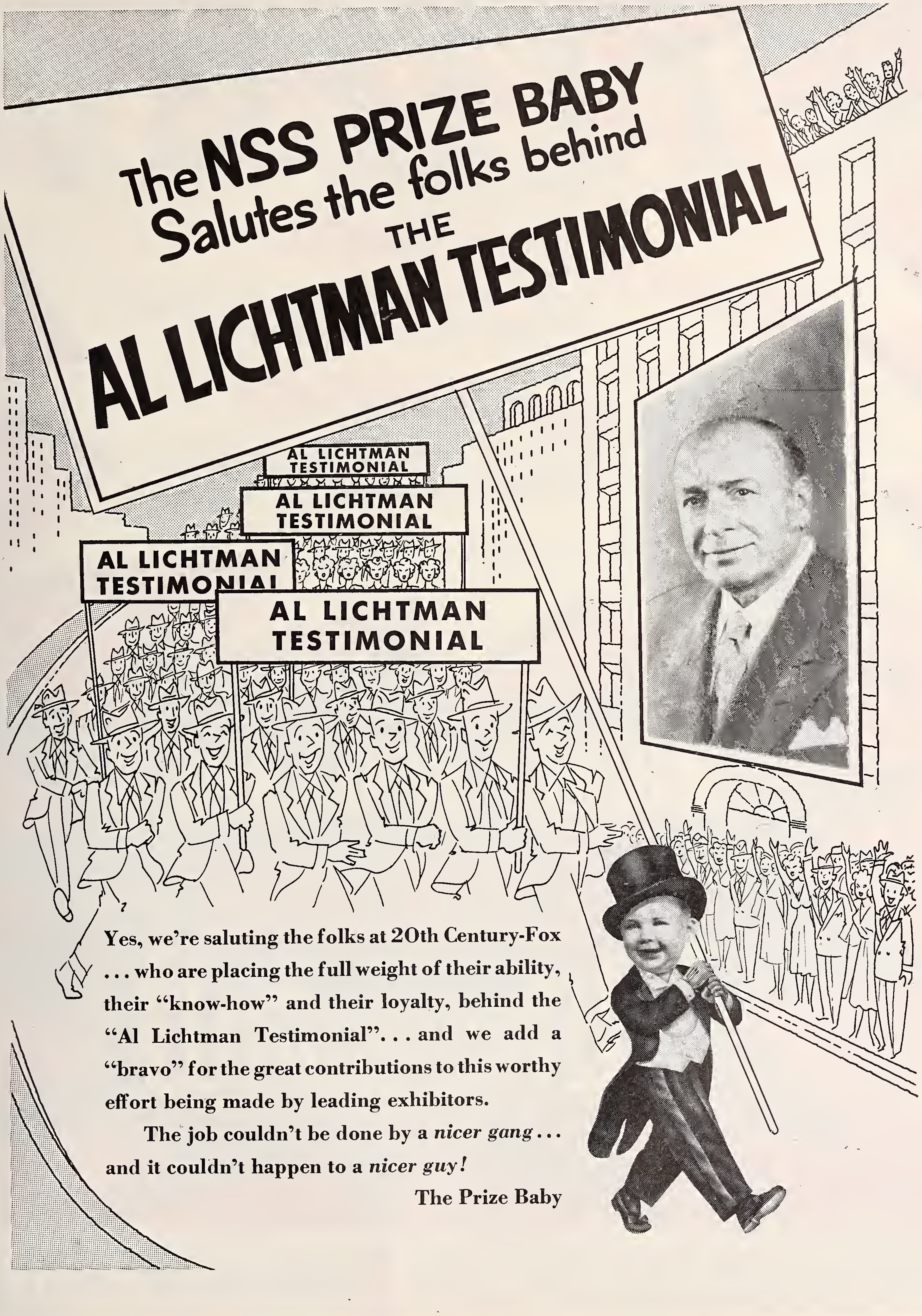
(*Continued from page* 1)

which I am extremely grateful. However, I wish to make it very clear that none of these offers has been, or will be, considered by me until my future status with IATSE has been definitely decided."

Circulated reports have associated Brewer with Allied Aritsts, among others, during the past week.

Broidy Allied Speaker

HOLLYWOOD, Aug. 27. — Steve Broidy, president of Allied Artists, has accepted an invitation to be a principal speaker at the Allied States Association three-day meeting at the Sheraton-Plaza Hotel, Boston, opening Oct. 5.


The NSS PRIZE BABY
Salutes the folks behind
THE
AL LICHTMAN TESTIMONIAL
AL LICHTMAN TESTIMONIAL
AL LICHTMAN TESTIMONIAL
AL LICHTMAN TESTIMONIAL
AL LICHTMAN TESTIMONIAL

Yes, we're saluting the folks at 20th Century-Fox . . . who are placing the full weight of their ability, their "know-how" and their loyalty, behind the "Al Lichtman Testimonial". . . and we add a "bravo" for the great contributions to this worthy effort being made by leading exhibitors.

The job couldn't be done by a *nicer gang*. . . and it couldn't happen to a *nicer guy!*

The Prize Baby

IT'S DYNAMITE!

EXPLODES NEW YORK!

CRITERION — **BIGGEST NON-HOLIDAY OPENING IN THEATRE'S HISTORY!**

BLASTS CHICAGO!

CHICAGO THEATRE — **SHATTERED EVERY 3-D OPENING DAY FIGURE! HELDOVER FOR SMASH 2nd WEEK!**

ROCKS LOS ANGELES!

PARAMOUNT DOWNTOWN and PARAMOUNT THEATRE — **SENSATIONAL IN BOTH HOUSES!**

and it's knocking 'em dead in NORFOLK (LOEW'S STATE); SPOKANE (ORPHEUM); SEATTLE (PARAMOUNT); OMAHA (OMAHA); CHAMPAGNE, ILL. (ORPHEUM); FT. WAYNE (CLYDE).

MICKEY SPILLANE'S
"I, THE JURY"
in
3-Dimension
with STEREOPHONIC SOUND

introducing
IFF ELLIOT as MIKE HAMMER with PRESTON FOSTER · PEGGIE CASTLE
MARGARET SHERIDAN · ALAN REED
Written for the Screen and Directed by HARRY ESSEX · A Victor Saville Production

Another BIG ONE thru UA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 43 NEW YORK, U. S. A., MONDAY, AUGUST 31, 1953 TEN CENTS

Tradewise...

By SHERWIN KANE

BOB O'DONNELL told the Motion Picture Industry Council in Hollywood that the fate of the Mason Bill was sealed by the prolonged contest over tax reductions this year waged by Rep. Reed, chairman of the House Ways and Means Committee, with the Administration.

Obviously, O'Donnell was referring to the distinct possibility that, except for the delay in Congressional action on the Mason Bill which resulted from Reed's prolonged stand on behalf of excess profits tax relief, Congress would have been in a position to override a Presidential veto of the Mason Bill.

•

Abram Myers, putting emphasis on press opposition to admission tax exemption, credited editorial expressions with creating an atmosphere favorable to a Presidential veto of the Mason Bill.

Samuel Goldwyn last week said the President had no alternative but to veto the bill, because he could not show preferential treatment to a single industry.

Different as the three views may appear, they mean the same thing basically—that a Presidential veto of the Mason Bill was in the cards and to be expected. That, of course, is more or less a certainty in view of the Administration's repeated pronouncements against tax reductions "this year."

•

O'Donnell's analysis reflects the thinking of most of the COMPO tax campaign lieutenants. The veto was to be expected, but the Congressional time schedule, which ruled out the chance to override, was what killed the Mason Bill.

Not the press.

The adverse press, as Myers suggests, probably did no more than ease the President's sensibilities when he took the action which, to his mind, as Goldwyn suggests, he felt himself more or less obligated to take.

COMPO's campaign field generals point out that from the very

(*Continued on page 2*)

MPAA Takes Fight Against Censorship Into Maryland

BALTIMORE, Aug. 30.—A hard-hitting attack against pre-censorship in Maryland, the sole state in the country which still censors motion picture newsreels, was delivered today by Philip J. O'Brien, Jr., of the legal staff of the Motion Picture Association of America.

In a speech prepared for delivery over radio station WITH, O'Brien declared: "I think you'll agree that the time is long overdue to return to the people of Maryland the right—yes, and the responsibility—to make the choice of what they may see or hear on their theatre screens."

O'Brien pointed out that 41 states do not have a state censorship law operating at all. He added that "it's about time to bring Maryland law in line with a ruling by the Supreme Court of the United States last year which said that the motion picture—like the press—is included within the free speech guaranty of the First and Fourteenth Amendments of the U. S. Constitution."

The MPAA attorney also pointed out that the abolition of the motion picture censorship statute will not

(*Continued on page 6*)

Warner Launches 17-Week Drive; $35,000 Prizes

A 17-week Warner Brothers sales drive labeled the "Warner Bros. Branch Managers' Drive" got under way over the weekend, kicked off with the national release of "Plunder of the Sun," a Wayne-Fellows production. The drive will run to Dec. 26, and offers $35,000 in cash prizes to winners in various phases of the competition.

In additional to "Plunder of the Sun," top company product to be distributed during the drive period includes "Island in the Sky," a Wayne-Fellows production starring John Wayne; "The Diamond Queen," a

(*Continued on page 6*)

15 Circuit Houses Line Up for Fight

Fifteen theatres of large circuits are tentatively lined up for the theatre telecast of the Marciano-LaStarza fight on Sept. 24.

Seven of the fifteen include theatre TV equipped houses of Stanley Warner, while five are affiliated with American Broadcasting-Paramount Theatres and one is a Loew's situation. The line-up, as compiled by MOTION PICTURE DAILY, includes the

(*Continued on page 6*)

Schary and Reagan Open M-G-M Meet

HOLLYWOOD, Aug. 30.—With approximately 100 sales and promotional representatives from all over the world in attendance, M-G-M will open the first of a series of "See For Yourself" meetings tomorrow with Dore Schary, vice-president in charge of production, and Charles M. Reagan, general sales manager, addressing the opening session.

Delegates from all of M-G-M's ex-

(*Continued on page 6*)

$12,834,000 Collected by 32 States on Admissions

WASHINGTON, Aug. 30.—Thirty-two states collected $12,834,000 in amusement taxes in the year ending June 30, the U. S. Census Bureau reports. In the 1951-52 fiscal year, 32 states collected $13,940,000 in amusement taxes, an indication of the drop in amusement business. Census officials said they knew of no rate changes to account for the drop.

While the taxes are levied on many types of amusements in addition to motion picture theatres, film admissions count for the great bulk of the collections, Census Bureau spokesmen stated.

The high-water mark in state amusement tax collections came in the 1948 fiscal year when 33 states took in $17,159,000 from this source.

Largest collections for the fiscal year were reported by Washington, which took in $3,652,000; Nevada, which took in $2,004,000; New York, which reported $1,918,000, and Kentucky, which reported $1,601,000. Other large collections were reported by Illinois, Maryland, Mississippi,

(*Continued on page 6*)

Loew's Spends $2,000,000 on Conversion

Plan Is Near Completion For 110 of 130 Theatres

By MURRAY HOROWITZ

The conversion of virtually the entire Loew's Circuit for the playing of pictures in the new media is on the verge of completion, it was learned here at the weekend. The estimated cost of equipping approximately 110 out of the 130 Loew's theatres with new all-purpose screens and stereophonic sound devices was put at about $2,000,000.

A Loew's spokesman, explaining the total conversion estimate, said it cost from $15,000 to $20,000 to equip a large house. He said the all-purpose screens are currently being used for pictures which lend themselves to large screen presentations, such as Westerns and spectacles. He maintained that large screen presentations have aided the box-office, citing "Shane" and "White Witch Doctor" as examples.

U. S. Census Bureau Is Seeking Theatre Dollar, Patron Data

WASHINGTON, Aug. 30.—The U. S. Census Bureau is attempting to collect figures indicating the total dollar volume of motion picture theatre business and the total number of motion picture theatre admissions.

The Bureau has already started collecting figures for these two items for 1953, and hopes to do the same each year. These will be the only two figures collected by the Bureau, and will be based on a sampling of theatres rather than on a survey of all theatres.

Congressional budget cuts forced

(*Continued on page 6*)

'I.A.' Pledges Aid To Rogers Hospital

Increased promotion of the Will Rogers Memorial Hospital among all IATSE locals was promised at the weekend by president Richard F. Walsh following the first mass visit of union members to the Saranac Lake institution last Thursday.

Problems of financing the costly program of the Will Rogers Hospital

(*Continued on page 6*)

Personal Mention

EDWARD L. HYMAN, vice-president of AB-PT, and Bernard Levy, his assistant, are in Detroit today from New York.

•

Samuel Pinanski, New England circuit operator and one of the COMPO "triumvirate," has been presented a gavel by his Alma Mater, Lowell Technological Institute.

•

Richard W. Henn, of Kodak Research Laboratories, has received the Journal Award of the Photographic Society of America and has been named a fellow of the organization.

•

P. T. Dana, Universal-International Eastern sales manager, returned to New York at the weekend from Pittsburgh.

•

Hal Marshall, 20th Century-Fox's Atlantic division exploitation representative, will leave shortly for Pittsburgh and Philadelphia.

•

John Dearbin, special representative of Stafford Pictures, was in Atlanta last week from New York.

•

John A. Tanney, head of the S.O.S. Cinema Supply Corp., has returned here from the West Coast.

•

Harry Cohn, president of Columbia Pictures, is in New York from the Coast.

•

Bob Weitman, vice-president of AB-PT, has returned to New York from a vacation.

•

Lawrence Weingarten, producer, left here Saturday for Europe.

Coming Here for 'Oklahoma' Talks

Producer Arthur Hornblow, Jr., and director Fred Zinnemann of the Rodgers and Hammerstein motion picture production of "Oklahoma!", will arrive in New York tomorrow for several days of casting and production conferences. They will bring with them several reels of film and tests of Hollywood stars in the Todd A-O process to show to Richard Rodgers and Oscar Hammerstein.

While in New York, the producer and director will audition players lined up by John Fearnley of the Rodgers and Hammerstein office, and plan later tests at the "Oklahoma!" headquarters in the Samuel Goldwyn studio in Hollywood.

Printed Record of SBC Hearings Ready

WASHINGTON, Aug. 30.—The Senate Small Business subcommittee's hearings on film trade practices are now available in printed form, and run to a mammoth 952-page volume. It includes the hearings in Los Angeles in March and April, the hearings in Washington in April, May and July, and supplemental information filed by distributors and exhibitors.

Tradewise . . .

(Continued from page 1)

start of the admission tax exemption campaign there was a decision not to bring the public into the action. There was, therefore, no role for the press to play in such a campaign.

That was not an oversight. It was a calculated risk. It was not designed to keep the press uninformed — full information was available at all times to the interested press. COMPO's campaign directors, having nothing definite to offer the public, merely refrained from attempting to enlist public opinion, through the newspapers, in what was planned and executed as an internal industry effort to obtain tax relief for its own distressed and deserving elements.

•

Even had COMPO seen fit to attempt to enlist the press in the campaign, there is no good reason for believing the result would have been any different, the Congressional time-table being what it was.

Editorial opposition to the Mason Bill of consequence fell into two easily recognizable categories—publications which are habitually unfriendly to motion pictures, and publications which, because of editorial policy, are presently committed to supporting the Administration.

Even though some of the papers which backed the industry in the tax fight are on the side of the Administration, in the main, the chances of COMPO being able to persuade others to depart from an established policy involuntarily do not appear to have had much chance of success.

•

Publications backing the Administration as a matter of policy took their editorial cues from the "no tax cuts this year" pronouncements. They knew, as did everyone else, that the Administration was opposed to the Mason Bill, as it was to every other tax reduction measure, and they were on the side of the Administration.

Had COMPO been fully geared to carry the campaign to scores of influential editorial offices, and it is doubtful that it was so geared, the most we would have been entitled to expect would have been a better informed editorial expression on the industry's case.

•

But there is no good reason for believing that the Presidential veto would not have been forthcoming, regardless, because COMPO had made the White House as well informed of the industry's case as it could have any editorial office.

The Administration gave the press its cue. It wasn't the other way around.

Fred Goldberg Joins Norton and Condon

Fred Goldberg has been appointed vice-president in charge of operations for Norton and Condon, Inc., it was announced at the weekend by Kay Norton, president of the public relations firm.

Goldberg will assume his new post on Sept. 8, the effective date of his resignation from Italian Films Export where he is director of publicity. Replacing Goldberg at IFE will be Ben Kornzweig, formerly general press representative for Irene Mayer Selznick, it was simultaneously announced by Jonas Rosenfield, Jr., IFE vice-president.

Dezel Gets Three Puciato Pictures

CHICAGO, Aug. 30.—Albert Dezel has concluded a distribution contract with Carroll Puciato to distribute through his exchanges in Chicago and Detroit the following pictures: "Mr. Denning Drives North"; "The Fighting Pimpernell" and "Lady Godiva Rides Again."

RKO Theatres Will Meet Here Tomorrow

There will be a two-day meeting of RKO Theatres' division managers tomorrow and Wednesday, reports Sol A. Schwartz, president of the company. The meeting will be held at the New York home office and Schwartz and William W. Howard, vice-president, will preside.

Division managers attending will include Millroy Anderson, Los Angeles; Harry Weiss, Minneapolis; Jerome Shinbach, Chicago; Jay Golden, Rochester; Russ Emde, Washington; Ed Sniderman, Trenton, and Michael Edelstein, Sigurd Wexo, Charles Oelreich and John Hearns from Metropolitan New York.

Home office executives and department heads will join the discussions, relating to all phases of operation, film product, advertising, CinemaScope, sound, vending and real estate.

Two Licensed in Canada

OTTAWA, Aug. 30.—Frontier Pictures, Ltd., and Grimco Amusements, Ltd., have been granted charters of incorporation.

NCA Officials Laud M-G-M Move to Aid Distressed Houses

MINNEAPOLIS, Aug. 30.—Officials of North Central Allied have commended M-G-M's offer to aid theatres that are threatened with closing because of the failure of the Mason Bill to receive President Eisenhower's signature. NCA president Ben Berger has forwarded a letter to Charles Reagan, M-G-M general sales manager, in which he says that the company's move will "make history."

Berger's letter to Reagan said that "while other companies have stated to me . . . that they are desirous of helping those theatres that need assistance, most of the utterances have resulted only in conversation. That has not been so with your company. Whenever I have called Ralph Maw's (M-G-M district manager) attention to a distressed situation, he immediately took care of it."

Berger added that Reagan's offer would be communicated to members of the NCA, adding, "I can assure you that any situation which I recommend to your local office as in need of help will be legitimate.

"On behalf of the independent theatre owners of this territory, I wish to thank you and M-G-M for your very generous offer, which will make history in our business."

Stanley Kane, executive counsel of the NCA, stated that M-G-M's action was "highly commendable."

"It is to be hoped," he added, "that at this time of crisis in our industry that M-G-M's liberal and helpful attitude will inspire other film distributors to take similar action."

Lopert to Have 3 Fall Productions

Iya Lopert, of Lopert Films Distributing Corp., will arrive here today from London following three weeks of conferences regarding distribution plans for forthcoming Lopert releases.

Lopert's fall release schedule will include "Gilbert and Sullivan," "The Captain's Paradise," the new Alec Guinness-Yvonne De Carlo-Celia Johnson comedy, and "The Man Between," the new Carol Reed film starring James Mason, Claire Bloom and Hildegarde Neff. All were made by Sir Alexander Korda's London Films.

Kupferman Edits Copyright Book

"1953 Copyright Problems Analyzed," edited by Theodore R. Kupferman, general attorney for Cinerama Productions Corp., has been published by Commerce Clearing House, Inc., publishers of topical law reports.

The book consists of a series of lectures on copyright problems delivered by experts in various fields. Among the topics discussed are "Contracts in the Entertainment and Literary Fields," "Idea-Piracy Claims—or Advertiser, Beware!", and "Magazine, Newspaper and Syndication Problems."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"ALL THE DRIVE OF A .45 SLUG!"—*Time Magazine*

SOL LESSER presents

Vice Squad

EDWARD G.
ROBINSON
PAULETTE
GODDARD
WITH
K. T. STEVENS · PORTER HALL
Adam Williams · Edward Binns · Jay Adler · Joan Vohs
Produced by JULES V. LEVY and ARTHUR GARDNER
Directed by ARNOLD LAVEN · Screenplay by LAWRENCE ROMAN

THE EVIDENCE IS CONCLUSIVE:

"IT'S A SMASH!"

EXHIBIT A
DETROIT—Fox—***HOLDOVER! FIRST WEEK BEAT "AFRICAN QUEEN"!***

EXHIBIT B
CINCINNATI—Capitol—***HOLDOVER! YEAR'S BIGGEST GROSSER!***

EXHIBIT C
PHILADELPHIA—Goldman—***3 SMASH WEEKS!***

EXHIBIT D
CLEVELAND—Loew's State—***TOP BUSINESS!***

EXHIBIT E
BUFFALO—Shea's Buffalo—***SENSATIONAL!***

EXHIBIT F
SAN FRANCISCO—Golden Gate—***TERRIFIC GROSSES!***

Another BIG ONE thru UA

Boasberg, Branson Back from Tour to Midwest, West

Charles Boasberg, RKO Radio general sales manager, and Walter E. Branson, assistant general sales manager, returned over the weekend from an extensive tour of the West and Midwest, meeting with exhibitors, district, branch and sales managers, discussing RKO's current and forthcoming product.

Films that received immediate attention were the following current product: "Second Chance," in 3-D with Robert Mitchum, Linda Darnell and Jack Palance; "Devil's Canyon," 3-D with Virginia Mayo, Dale Robertson, Stephen McNally and Arthur Hunnicutt; "The Sea Around Us," Academy Award documentary; and Armand and Michaela Denis' film, "Below the Sahara," made in Africa.

Among films dscussed for distribution by the end of the year were: "Son of Sinbad," color in Technicolor, with Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr and Vincent Price; "The French Line," musical comedy Technicolor production, starring Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty and Joyce McKenzie; "Marry Me Again," with Marie Wilson and Robert Cummings; "Appointment in Honduras," Technicolor, with Ann Sheridan, Glenn Ford and Zachary Scott; "Rangers of the North," Technicolor, with Victor Mature, Piper Laurie, William Bendix, Vincent Price and Betta St. John, and the King Brothers' "Carnival Story," with Anne Baxter, Steve Cochran, Lyle Bettger, Jay C. Flippen, George Nader and Helene Stanley.

Barnett To Explain New Customs Act

Changes in the procedure regarding the importation of film, accessories and equipment into the United States will become effective on Sept. 8 when the Customs Simplification Act will be operative. The Treasury Department and customs authorities have been making almost daily memos of the changes to Barnett International Forwarders, which specializes in shipments for the industry.

Alan Barnett, treasurer of the company, said at the weekend that his organization was keeping in close contact with the customs officials so that it will be in a position to clarify all the ramifications of the Act by the time it goes into effect. Barnett will issue a bulletin to its customers, as well as to its agents abroad, explaining how the new Act will apply to the importation of industry products. The bulletin will be issued prior to Sept. 8, Barnett said.

placement specialists
robert
motion pictures ☆ ☆
goldfarb
tv — radio — theatres
agency
1650 b'way • pl 7-8050

Television--Radio

with Pinky Herman

IF you fancy facts and figures, Hugh M. Beville, Jr., NBChief of research and planning, has a little number for you. Said number is 24,895,000, which is the total amount of TV receivers in American homes. . . . Newest TV team consists of Betty Furness and Herman Hickman who, starting Oct. 3 thru Dec. 13, will conduct a new quiz program during intermission of Nat'l pro. football games via DuMont. . . . After completing a six-month cross country tour as emcee of General Motors' Motorama, Frank Gallop is back in New York to resume his radio and TV activities. Frank will probably be the announcer when Milton Berle starts NBClowning for Buick. . . . Ronald Reagan and his wife, Nancy Davis, make their TV debut in Ford Theatre's "First Born," Thursday, Sept. 10, via NBC at 9:30 P.M. . . . With the CBSigning last week of seven additional TV affiliate stations, that net now totals 164. . . . With Fritz Littlejohn's switchover to ABC, Howard Hany is acting manager of CBS News and news films dep't. Dallas Townsend, director of CBS radio special events, has been named manager of CBS-TV news events. . . . Ray Rivera, WPIX lark, has been signed to record for Cadillac Records.

☆ ☆ ☆

When Elliot Shapiro of Shapiro-Bernstein tuned in last week on the NBChockful O' Nuts TV "Morey Amsterdam Show," he dug back thru the files and pulled out a number titled, "I'm Nuts About Nuts," which S-B published back in 1929 and sent it over to Morey. . . . Bud Collyer will produce and also emcee "On Your Way," a new audience-participation quiz series sponsored by Welch's Wines via DuMont. Program, sold by the Monroe Greenthal Co., will be seen Wednesdays from 9:30-10:00 P.M. with Lawrence White, executive producer. . . . John Haggott will become producer of the new NBC-TVehicle "Theatre Guild of the Air," with George Gould, director of "Rod Burns, Rocket Rangers," CBSucceeding as producer starting Sept. 12. . . . If you're seeking a disk jockey with years of radio and TV experience, a world of music business and recording savvy and the ability to bring and hold new listeners, then happy-go-lucky Russ Offhaus is your man. He's currently vacationing down in Atlanta and can be reached via this desk. . . . While vacationing in Canada, producer Charles Irving of the TV CBSoapera, "Search for Tomorrow," hurt his knee and will undergo surgery next week.

M. Amsterdam

☆ ☆ ☆

Martin Eisenberg, named by prexy Reub Kaufman new production comptroller of Guild Films Co., has been a w.k. Hollywood finance and production comptroller since 1934. *His most recent flickers include "Destination Moon" and "Ft. Algiers," both released thru United Artists. . . . If, as Irving Berlin once wrote, you always forget to remember, then tune in Sat. and Sun.* (*Sept.* 12 *or* 13) *to the famous Dr. Bruno Furst over WABD at* 4:45 *P.M. and learn how easy it is to train the mind to retain things. (In other words, Furst makes thoughts last.) . . . Maurice Kipen, musical director at WTMJ-TV, Milwaukee, Wisconsin, has rounded out a quarter century there and is one of the town's most popular musical figures, his forte ranging from Bach to boogie-woogie or be-bop. . . . And down at KGUL-TV, Galveston, Texas, Casey (Linn) strikes out for himself and lands another sponsor, Continental Trailways, to pick up the tab for his "Weathercast" series, and several agencies are showing interest in his new daily sport series, "Sports World."*

☆ ☆ ☆

General electric will sponsor both the radio and TVersions of a new situation comedy, "Meet Mr. McNutley," starring Ray Milland, which will get a Coast to Coast CBSend-off Thursday, Sept. 17; the video portion beamed at 8:00 P. M. EDT, and the radio an hour later. Joe Connelly and Bob Mosher will write and produce the TV series with vet film director Charles Barton, directing. . . . Aside to Buck Herzog: thanks for the plug in your interesting Milwaukee Sentinel pillar. . . . Doris Sharp, founder and operator of Radio Registry, joins Neptune Productions as casting director, retaining, however, her interest in R.R. . .. Neptune's "Robert Montgomery Presents," co-sponsored on alternate Mondays by Johnson's Wax and Lucky Strike cigs, resumes its teleseries NBCommencing tonight.

'The Robe' Openings Are Scheduled in Nine Key Cities

Nine key-city theatres have been selected by 20th Century-Fox to open "The Robe" the latter part of September, following the world premiere of the first CinemaScope production on Sept. 16 at the Roxy Theatre in New York.

Each opening will be handled in premiere fashion, to which leaders from all walks of life will attend.

Representatives of 20th Century-Fox and theatre executives currently are holding meetings planning record advertising, publicity and exploitation campaigns designed to merchandise the picture in unprecedented fashion.

Openings are planned for the Fox, Atlanta; State Lake, Chicago, and the Fox, Philadelphia on Sept. 23. On Sept. 24, "The Robe" will open at the Chinese, Los Angeles and the Palace, Dallas. The Worth Theatre, Fort Worth, will stage its premiere on Sept. 29. Three theatres are slated to introduce the production on Sept. 30, the Fox, San Francisco; Fifth Avenue, Seattle, and the Majestic, San Antonio.

Professor Henri Chretien, Inventor, Coming for 'Robe"

Professor Henri Chretien, French inventor whose pioneering optical research led to the development of CinemaScope, will make a special trip here from France to be on hand for the world premiere of the first CinemaScope production, "The Robe," when it bows at the Roxy Theatre on Sept. 16.

Four 28-Sheet Board To Promote 'Robe'

A billboard advertising "first" will be scored for 20th Century-Fox's "The Robe" this week when the key General Outdoors Advertising sign at Broadway and 46th Street here will be devoted exclusively to the first CinemaScope production.

Four 28-sheets, printed in the dayglo process, will highlight the sign starting over the Labor Day weekend, and continuing through the world premiere opening on Sept. 16 at the Roxy Theatre. Previously, only two of the sign's four boards have been allocated to a single attraction.

'All-American' Opens In Detroit on Sept. 23

Universal-International's "The All-American," starring Tony Curtis and Lori Nelson, will have its world premiere at the Broadway Capitol Theatre in Detroit on Wednesday, Sept. 23, with personalities of the film participating in the premiere and helping to launch a series of territorial openings.

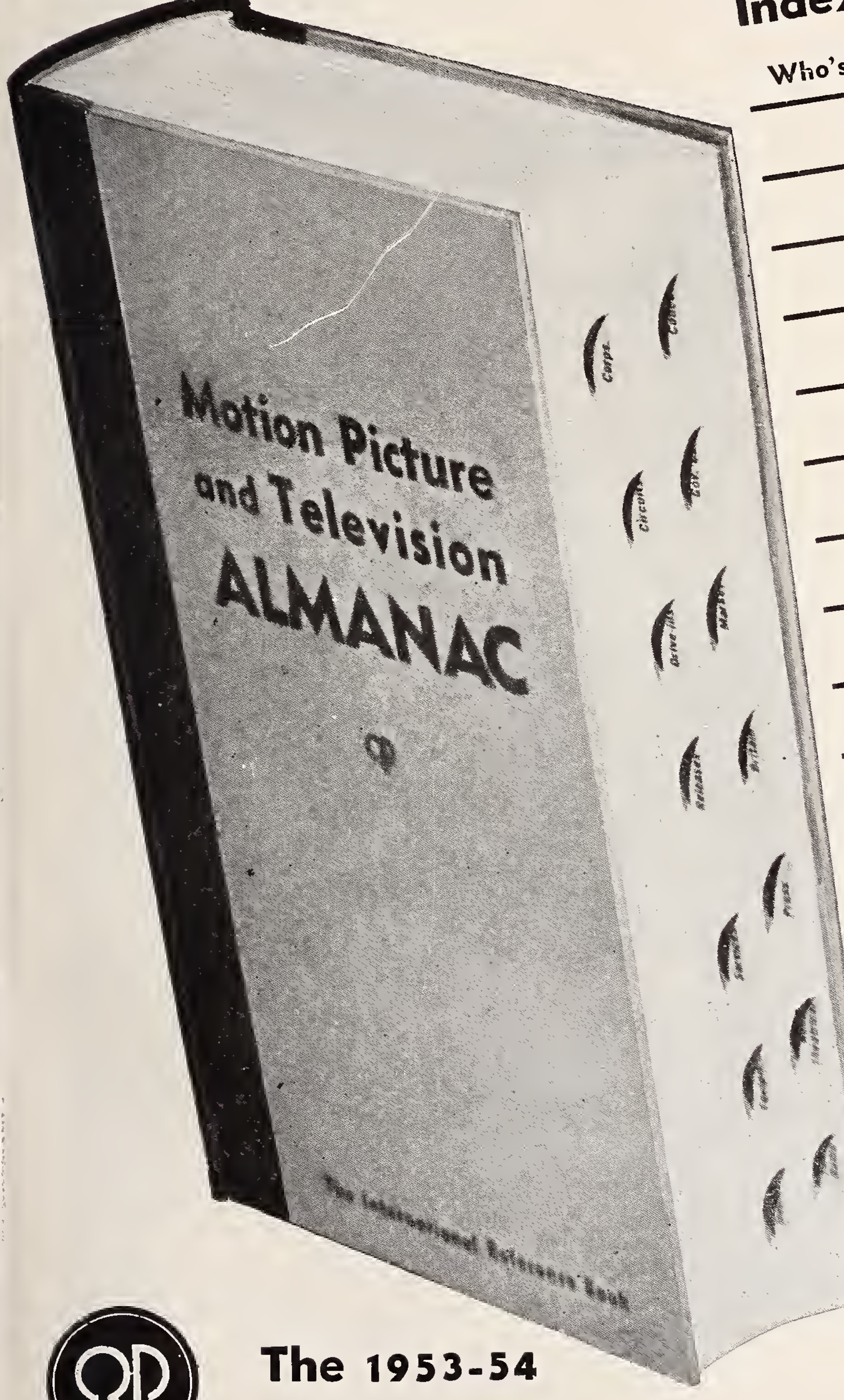
Robert Ungerfeld, U-I home office exploitation representative, left New York at the weekend for Detroit to develop plans for the premiere.

To Pour for 'Popeye'

A special screening of Paramount's first 3-D short subject, "Popeye—the Ace of Space," will be held at the home office screening room on Wednesday for press representatives. Oscar Morgan, short subjects sales manager, will be host at a cocktail party which will follow the screening.

". . indispensable"
". . . great time-saver"
". . . . most-used book in our office"

In hundreds of letters to the editor of the ALMANAC—from all branches of the motion picture industry and from television executives, bankers, newspaper and magazine writers, advertising agency executives, business research men and women, librarians and many others—the most often-used words are those which are quoted above.



Thumb Indexed . . .

- Who's Who (1)
- Corps. (2)
- (3) Codes
- Circuits (4)
- (5) Award Winners
- Drive-Ins (6)
- (7) Television and Radio
- Pictures (8)
- (9) Great Britain
- Services (10)
- (11) Press
- Equipment (12)
- Organizations (13)
- (14) World Market
- Non-Theatrical (15)

The ALMANAC is the *ONLY* thumb-indexed reference book in this industry. It is referred to more often and by more people than any other reference book in the motion picture and television fields *because*:

- **THE ALMANAC *requires much less time* (and no discouraging bother) to find the information you need. It is thumb-indexed in 15 organized sections, and . . .**
- **THE ALMANAC contains a wealth of reliable and useful information which is *not to be found in any other reference book.***

There just isn't anything like it. It is the only accepted "Who's Who and What's What" for the entire field. The revised, expanded new edition will be ready soon. To make sure of your copy, send your order *NOW!*

A QUIGLEY
PUBLICATION

The 1953-54 Motion Picture and Television ALMANAC

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1953-54 Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment including shipping charges.

Mail to—

Name . . . .

Address . . . .

City . . . . Zone . . . . State . . . .

Censorship

(*Continued from page* 1)

constitute a complete surrender of state control over the medium, explaining that the same laws which prevent any newspaper or magazine from publishing salacious material operate against the showing of indecent pictures. But the important difference, he added, is that "no one can tell the press in advance what it can print."

O'Brien also took note of the Production Code, which, he said, is "an assurance to people everywhere of basic standards of morality and decency in motion pictures. Regarding the international implications of government censorship of motion pictures, O'Brien said that official censorship at home does "irreparable damage" to America's fight for full freedom and democracy abroad.

Md. Censors Contest Court-Approved Film

BALTIMORE, Aug. 30. — The Maryland State Board of Censors is withholding a license for showing the picture "Street Corner," despite the fact that the Baltimore City Court recently overruled the censor's ban on it.

Board chairman Sidney R. Traub said that state and city health officials have supplied him with new evidence which can be used against the picture and as a result City Court Judge Herman Moser has agreed to entertain a motion for a rehearing of the case.

Albert Sklar, attorney for Floyd Lewis Attractions, distributor of the film, called the board's action in refusing to issue a seal of approval for it "high handed and uncalled for."

Westrex Has A New Sound Reproducer

A new stereophonic sound reproducer—the "R9"—has been developed by the Westrex Corp. in its Hollywood laboratory. The company describes the reproducer as "the simplest and cheapest way to get stereophonic sound reproduction from a composite print."

Salient features of the new reproducer, the company states, are: the use of two impedance drums results in a tight loop which is desirable for magnetic reproduction; the well-known Davis drive and flutter suppressor; an idler which can be adjusted to the length of the film path of different makes of projectors; and a large 32-tooth sprocket which controls the film on both sides of the magnetic head and which is locked when either of the associated rollers is in the open position to facilitate speedy and accurate threading.

The R9 reproducer has been designed for use with standard theatre equipment without replacing or making any modern projector or sound head obsolete, said Westrex.

Seek to End Iowa Tax

CLIFTON, Ia., Aug. 30.—Jerry Greenebaum, district manager for Central States Theatres here, has appealed to the City Council for the abolition of the 15-cents-per-seat city tax on theatres. The circuit operates the Capitol and the Rialto. The tax was enacted 21 years ago.

Review

"Desperate Moment"

(*Rank Organization-Universal*)

THE title of this picture is certainly an apt one—from the opening moment until the finale there is an aura of desperateness surrounding the story which grips the viewer and holds him tightly in its grasp until the conclusion. It is an exciting bit of entertainment patterned in the true tradition of the suspenseful chase. The film is British. Word-of-mouth should help sell it.

Dirk Bogarde, an escaped convict, and Mai Zetterling, his love, keep you entranced with fine performances. The supporting players also go a long way in helping to maintain the atmosphere and drama of the story. Compton Bennett deserves special mention for his direction, which is tight and moving. He has taken the war-ravaged area of Western Germany and used it expertly as a background for the story. Incidental shots of the rebuilt sections of the country serve as dramatic and vivid contrasts with the rubble and the ruins. It is also noteworthy that at no time does the background take the spotlight away from the theme.

There is a directness of approach in telling the story. Bogarde has confessed to a murder he did not commit because he has lost his will to live. When he realizes that Miss Zetterling is alive and he has been duped he pleads his innocence but to no avail as he is sentenced to life imprisonment. In order to prove his innocence, he escapes from jail to track down the guilty party, as police of four nations hunt for him.

With the love of his sweetheart to keep him moving, Bogarde searches out those who can prove he was not at the scene of the crime. His obstacles are many and things do not go well. It is only in the final few desperate moments of the film that the true killer is found and eventually brought to justice. The concluding chase is an exciting one—a race through darkened Berlin streets to the Russian border.

Others in the cast are Philip Friend, Albert Lieven, Frederick Wenhousen, Carl Jaffe, Gerard Heinz, Andre Mikkelson, Harold Ayer, Walter Gotell, Friederich Joloff, Simone Silva, Freddy Mayne, Walter Rilla, Antonio Gallardo, Paul Hardtmuth and Theodore Bikel. George H. Brown produced, from a screenplay on which he collaborated with Patrick Kirwan. The basis of the story is a novel by Martha Albrand.

Running time, 88 minutes. General audience classification. For September release. R. H. P.

M-G-M Meet

(*Continued from page* 1)

change areas in the United States from the New York home office and from foreign countries were arriving in Los Angeles all weekend for the sessions which will continue for five days. The men will convene at the studio at noon, when Schary and Reagan will speak to them.

The first business of the afternoon will be a tour of the studio, followed by a screening of "Easy to Love," the color in Technicolor musical, starring Esther Williams.

After the screening, the delegates will hear a discussion of promotion plans on "Easy to Love" by Howard Dietz, vice-president in charge of advertising-publicity; Silas F. Seadler, advertising manager, and Emery Austin, promotion manager. These discussions will wind up the business for the day.

Emerling to Coast Meet

Ernest Emerling, advertising and publicity director of Loew's Theatres, left New York over the weekend for Hollywood to attend the M-G-M sales conference.

State Taxes

(*Continued from page* 1)

South Carolina, Tennessee and Texas.

Some states include admission taxes as part of a general sales tax. The Census Bureau report did not include such collections, unless reported separately by the states.

The Bureau also reported that 36 states levied license taxes on amusement establishments, taking in $5,066,000 from this source. This is a post-war and possibly all-time high, and compares with $5,044,000 reported by 37 states in the previous fiscal year.

Warner Drive

(*Continued from page* 1)

Nelson production in color starring Fernando Lamas, Arlene Dahl and Gilbert Roland; "The Moonlighter," 3-D, produced by Joseph Bernhard and starring Barbara Stanwyck and Fred MacMurray; "A Lion Is in the Streets," Technicolor, a William Cagney production, starring James Cagney, Barbara Hale and Anne Francis; "Blowing Wild," a United States Pictures production starring Gary Cooper, Barbara Stanwyck, Ruth Roman and Anthony Quinn; "The Eddie Cantor Story," produced by Sidney Skolsky and starring Keefe Brasselle and Marilyn Erskine; "Hondo," 3-D, WarnerColor, a Wayne-Fellows production starring Wayne and Geraldine Page; "Calamity Jane," Technicolor, starring Doris Day and Howard Keel; "Thunder Over the Plains," WarnerColor, starring Randolph Scott.

Fight Lineup

(*Continued from page* 1)

following: Stanley, Pittsburgh; Stanley, Baltimore; Warner, Erie; Warner, Milwaukee; Huntington Park, Huntington Park, Cal.; Allen, Cleveland; Stanley, Philadelphia: Stanley, Camden; Stanley, Chester; Paramount, San Francisco; Paramount, Los Angeles; Loew's, St. Louis; Uptown, Marbro and Tivoli, Chicago.

Negotiations Continuing

Negotiations are still under way for AB-PT affiliate theatres in Detroit, Minneapolis and Omaha. As yet, there is no indication of the sentiment of RKO Theatres on booking the event. Although the Stanley Warner line-up has been set, the contract with Theatre Network Television, has yet to be signed.

'I.A.' Pledges

(*Continued from page* 1)

were emphasized at a luncheon meeting at the hospital, at which Walsh, a vice-president of the hospital, presided. Charles E. (Chick) Lewis, executive vice-president, reported that 35 "IA" members have been taken in and cured, at no cost to themselves, during the past four years. Average cost to the hospital was $60 per week over an extended period. At present, he said, one-fifth of the patients at the hospital have come from this union, which is the largest single group benefiting from its services.

Montague Praises Walsh

Abe Montague, president of the hospital, characterized Walsh as "one of the incentives of the group that has done most of the work" in bringing the institution to its present efficiency. "Now," he said to the 150 IA members in attendance, "we want to add you to our sales force"—to carry the story of the Will Rogers Hospital all over the country. He stressed the fact that there are no endowments, that "we are on a hand-to-mouth basis every year."

Dr. George E. Wilson, medical director of the hospital, was introduced at the luncheon, along with all members of his staff, as were the members of the IATSE general executive board, which adjourned its semi-annual meeting here to make the trip.

Following the luncheon, the room in which Thomas J. Shea, assistant president of the IATSE, passed away last January was dedicated to his memory, and a replica of the plate on the door was presented to Walsh by Fred Schwartz, chairman of the hospital's finance committee.

Census Bureau

(*Continued from page* 1)

the Census Bureau to give up its plans for a 1953 census of business and manufacturers, which was scheduled to provide comprehensive, detailed data on film production, distribution and exhibition. Instead, the Congress allowed only limited funds for certain sampling operations.

Bureau officials said the only sampling that will be done in the film field will deal with the total dollar volume and total number of admissions for motion picture theatres. The Bureau has already started collecting these two items from a sampling of smaller theatres all over the U. S. and then will supplement this with a mailing at the end of the year to all larger chains and many smaller theatres. From these resuts, the Bureau will build up its guess as to business done by all U. S. theatres.

There are no plans whatever for any separate sampling or figures on production and distribution, Bureau officials said.

NCA Regional Meet Changed to Sept. 23

MINNEAPOLIS, Aug. 30.—The Northeastern Minnesota-Wisconsin regional meeting of North Central Allied will be held Sept. 23 instead of Sept. 14, as originally planned. Benjamin Berger, NCA president, and Stanley Kane, executive counsel, will attend the session at the Hotel Duluth. It will be in charge of Clarence Kaake.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 44 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 1, 1953 TEN CENTS

'U' Sets Plans To Produce in CinemaScope

Rackmil Also Discloses New 2 to 1 Aspect Ratio

Some of Universal-International's major top budgeted pictures will be produced in the CinemaScope process during the coming season, it was disclosed here yesterday by Milton R. Rackmil, president.

Rackmil also disclosed that all of the company's pictures are now being filmed in aspect ratios which can be projected from standard to a new maximum of 2-to-1. In addition, he said the company will continue to turn out films in third dimension.

Rackmil emphasized that the policy of gearing the company's product to the needs of all exhibitors both in this

(*Continued on page* 5)

Seek Tax Relief for Ohio Municipalities

CLEVELAND, Aug. 31.—Council members of suburban municipalities are lending sympathetic ears to proposals for repeal of their three per cent admission tax, presented to them by Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association. Lakewood (pop. 70,000) and Painesville (pop. 14,500) have already repealed the tax.

The small tax yield as compared

(*Continued on page* 5)

Navy Bans 'Eternity,' Army Approves It

WASHINGTON, Aug. 31.—The Navy has banned the showing at Navy and Marine installations of "From Here to Eternity."

The reason given was that the Navy considers the film "derogatory to a sister service," the Army. The Navy finding was made by a group of admirals despite the fact that the Army-Air Force Motion Picture Service has booked the film for showings at Army and Air Force posts in the U.S. and overseas.

"Eternity" was the second major Hollywood film to receive a service ban recently. All branches of the armed services have banned "The Moon Is Blue."

SIMPP Export Organization Incorporated

ATLANTA, Aug. 31.—The Independent Motion Picture Export Association, Inc., the new export organization of the Society of Independent Motion Picture Producers, has been incorporated in Delaware as a Webb-Pomerene Act export trade association, Ellis Arnall, SIMPP president, announced today.

Under the by-laws of the new association officers will be elected at the first meeting of the board of directors which will be held at an early date in California.

Charles Mayer, formerly of the

(*Continued on page* 5)

Pennsylvania Sales Tax Effective Today

PHILADELPHIA, Aug. 31.—The new Pennsylvania sales tax, which becomes effective tomorrow, exempts from its provisions "the renting or leasing of film by an exhibitor," but it applies to other phases of theatre operation.

Therefore, Allied Independent Theatre Owners of Eastern Pennsylvania,

(*Continued on page* 5)

Expect Big $165,000 For 'Roman' at Hall

"Roman Holiday" is expected to ring up a very big $165,000 for its first week at Radio City Music Hall.

Another strong Broadway attraction continues to be "From Here to Eternity" at the Capitol, where a sturdy $135,000 is seen for the fourth week. Dean Martin and Jerry Lewis, coupled with "Plunder of the Sun" on the Paramount screen, is forecast to rack up a strong $140,000 for their first week on stage.

Army Is Installing Wide-screen at Posts

WASHINGTON, Aug. 31.—The Army and Air Force Motion Picture Service has started its first installations of wide-screen facilities in 45 theatres at U. S. military posts.

All should be installed by the end of November, according to Service director Fred Bund.

Bund said that with a 1:66-to-1 screen in these posts, the Service could then be in a better position to move with the industry to 3-D or in any other new direction. The Service this fall will decide how many additional post theatres to equip with wide-screen facilities. It operates about 380 theatres in the continental U. S.

Ask Exhibitor Cooperation For SMPTE Media Survey

An appeal to exhibitors throughout the country to cooperate in the media survey being conducted by the Society of Motion Picture and Television Engineers was sent out by the SMPTE here yesterday.

The appeal noted that by Aug. 1, nine weeks after the first mailing, questionnaires had gone out to 4,300 theatres, but only 250 completed forms had been returned. The questionnaires were designed to get a true picture of screen size and aspect-ratio capabilities of American theatres.

Many more returns, it was stressed, perhaps another 500 to 1,000, will be needed before the resulting analysis can become a valid basis for the future engineering of wide-screen processes. New survey forms, it was pointed out, can be procured from SMPTE headquarters in New York. SMPTE advised exhibitors who may have measurement difficulties to get in touch with the Altec or RCA service companies, members of the Theatre Equipment Dealers' Association or National Theatre Supply Co. branches for help.

Dan Elman Acquires Big Interest in Nord

HOLLYWOOD, Aug. 31.—Dan Elman, production executive, acquired substantial financial interest in the Nord extended-area, 3-D projection process over the weekend and will demonstrate the system tomorrow at the Pickfair Theatre, to Los Angeles area exhibitors.

Elman said certain studios are transferring some two-strip 3-D pictures in color to the Nord single-strip system, and a demonstration in color will be made when ready. Only black-and-white footage has been demonstrated thus far.

MGM Favors Diversified Techniques

Schary Tells Salesmen: 'Story Is What Counts'

Dore Schary

CULVER CITY, Aug. 31.—Dore Schary, M-G-M studio head, in an address of welcome to the 125 sales executives gathered at the company's international "See for Yourself" convention at the studio today declared, "that while the number of pictures to be produced would not be as great as in the past, every one will be planned big and geared high to provide the public with the highest quality entertainment."

Welcoming the assembled guests from all parts of the world, headed

(*Continued on page* 5)

Vistarama Show for New York Executives

A demonstration of Vistarama for top level executives of film companies will be set up by Carl Dudley, Vistarama president, on his arrival here from the Coast. Dudley is scheduled to arrive in New York today.

It is understood that Dudley plans to preview "Aloha Nui," the first Vistarama short, for such company

(*Continued on page* 5)

Owner Shuts House; 'Thanks' Eisenhower

"Thank you, Mr. Eisenhower, your 20 per cent tax closed this theatre." This statement is prominently displayed on a sign outside the Inwood Theatre, Forest Hills, L. I., which closed Sunday night.

Arthur R. Sharby, owner of the house, said that the high cost of admission was the one factor which forced him to discontinue. The owner of two other theatres in Queens, he said that he may have to shutter one owing to a lack of patronage.

Personal Mention

SPYROS SKOURAS, 20th Century-Fox president, delayed in his departure from England, now is scheduled to arrive here by plane today.

•

SIDNEY GOLDWERT, husband of LILA GOLDWERT, secretary to CHARLES LEVY, head of Disney publicity in New York, has returned here from a year of Army service in Germany.

•

JONIE TAPS, Columbia Pictures executive, has arrived in New York from Hollywood. On his way back to the Coast he will stop over in Chicago.

•

MILTON RACKMIL, CHARLES K. FELDMAN and ALFRED E. DAFF, Universal Pictures executives, have returned to New York from Hollywood.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, has returned to Hollywood from the Midwest.

•

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, returned to Hollywood over the weekend from New York.

•

MAURICE BERNSTEIN, of the Bernstein-Fellinger insurance agency which services many film companies, has returned to Cleveland from Europe.

•

ARTHUR FREED, producer, and VINCENTE MINNELLI, director, will leave New York for Hollywood at the end of the week.

•

GEORGE NICHOLS, of the M-G-M studio publicity department, returned to New York yesterday from St. Louis.

•

DANIEL ANGEL, producer, and MRS. ANGEL will arrive in New York today from England aboard the S. S. Queen Elizabeth.

•

CLARA FRIEDMAN, of the RKO Theatres filming booking department, sailed from New York Friday on the S. S. Liberte for France.

•

R. J. INGRAM, Columbia Pictures Southern district manager, is leaving Atlanta for New York en route to Europe, accompanied by MRS. INGRAM.

•

LAWRENCE WEINGARTEN, M-G-M studio executive, left New York last night by plane for London.

•

RICHARD BROOKS, director, will arrive in New York today from Europe aboard the S. S. United States.

•

MILTON COHEN, United Artists Eastern division sales manager, was in Cleveland from New York.

•

BUD ABBOTT, of the Abbott-Costello team, will arrive here from Europe today on the S. S. United States.

•

LOU COSTELLO and his family will arrive here today from Europe on the S. S. Queen Elizabeth.

Grant RKO Radio 2 Week Delay in Suit

A two weeks' adjournment was granted here yesterday to RKO Pictures in the minority stockholders' suit brought by Louis Schiff and Jacob Sacks, seeking the appointment of a receiver.

Judge DiFalco of the Supreme Court of New York approved the request of the company for more time to file answering papers and set Sept. 14 for the new hearing date. Roy M. McDonald, counsel for RKO, again informed the court that the company is currently operating on a profitable basis and maintained that there is no reason for haste in the suit. He also pointed out that the plaintiffs represent only 200 shares of stock as compared to the 4,000,000 shares outstanding.

Representing the plaintiffs was David I. Shivitz, of Halperin, Natanson, Shivitz and Scholer, in association with Hoffman, Bondi, Buchwald and Hoffman. McDonald is associated with the law firm of Donovan, Leisure, Newton and Irvine.

Salemson Joins IFE As Zorgniotti Aide

Harold J. Salemson, who for the past two years has operated his own producers' representation offices here, has joined Italian Films Export as assistant to E. R. Zorgniotti, executive vice-president. He will assume his new duties on Sept. 8.

Salemson has spent 20 years in Europe and Hollywood as writer and newspaperman. He was at one time exploitation director of Stanley Kramer Productions.

Edward Weber Dies

MILWAUKEE, Aug. 31.—Edward J. Weber, 62, manager of the Zenith Theatre here for 25 years, died of a heart ailment. He was secretary-treasurer of the Northwest Amusement Corp. Survivors include his widow, three daughters, three sisters and four brothers.

Levy's Mother-in-Law

Mrs. Anna S. Putziger, mother-in-law of Herman M. Levy, general counsel of the Theatre Owners of America, died yesterday in Levy's home at Hamden, Conn. Funeral services will held tomorrow in the Temple of Society Concord, Syracuse, N. Y.

George Peters Dead

CALGARY, Alta., Aug. 31. — George Peters, formerly managing director of the Odeon circuit and for the past six years an executive with an Alberta oil company, died in a Calgary hospital following a protracted illness. He was in his 40th year.

Columbia Board Meet

The board of directors of Columbia Pictures will meet here tomorrow. Harry Cohn, company president, will return to the Hollywood studio after the meeting.

35 Japanese Officials To Visit Studios

HOLLYWOOD, Aug. 31.—Mayors of 10 principal cities of Japan, accompanied by 25 Japanese government and industrial officials, will be welcomed to Hollywood tomorrow by the Association of Motion Picture Producers' International Committee for luncheon and visits to six major film studios.

Divided into six groups they will be the guests of Disney, M-G-M, Republic, 20th Century-Fox, Universal-International and Warner Brothers studios.

The visitors are en route to Washington and New York following a convention of Japanese and American mayors held in Seattle. They were accompanied South by Mayor Laurance Cross of Berkeley and while here will be hosted by Mayor Norris Poulson and an official committee representing the City of Los Angeles.

Benefit Opening for Museum of History

The proceeds from the benefit premiere performance of Armand and Michaela Denis' film, "Below the Sahara," at the Plaza Theatre, New York, tonight, will be turned over to the American Museum of Natural History. President Alexander M. White of the museum will receive the money in behalf of the association.

Mr. and Mrs. Denis, explorers, who produced and directed the film in the African jungle, for RKO Radio release, will attend. Members of the Explorers and Adventurers Clubs also will attend.

Set New A.B.-P. Deal With Mono. in U.K.

LONDON, Aug. 31.—Associated British-Pathe has concluded a new long term deal for the distribution here of Allied Artists (Monogram) product. Period of the agreement is not disclosed but it is understood to be for a minimum of eight years.

W. A. Fielder, A.B.-Pathe general manager, in announcing the new deal, said his company's sales force had a record year for Monogram product in 1952-53. It has held the Monogram British franchise for 16 years.

$13,500 for 'Opera'

Chalking up a gross of $13,500 for its first week, ending Sunday, Warner Brothers' color in Technicolor production of "The Beggar's Opera" set a new all-time record high at the Baronet Theatre in New York, despite the record heat wave. The gross out-distanced any previous seven days in the history of the theatre, including Christmas Week.

Ramsay Here from Coast

Clark Ramsay, executive assistant to David A. Lipton, Universal's vice-president in charge of advertising-publicity, has arrived in New York from California for meetings with home office advertising-publicity executives on advertising and promotion plans on "The All-American" and "Walking My Baby Back Home."

'Here to Eternity' Passes $1,000,000 In Total Gross

"From Here to Eternity" began its first engagements away from the Atlantic Seaboard last week and roared well past the $1,000,000 gross mark, figures released by Columbia yesterday revealed.

The bulk of the "Eternity" receipts are still those chalked up on the Atlantic Coast, as Midwest bookings began only during the past week. At the Midland in Kansas City the Columbia film registered $13,000 in its first two days against $19,700 for the previous high week for a Columbia feature, "The Jolson Story." In the first three days at Loew's in Indianapolis the picture pulled in $13,000, or $2,600 more than the best three consecutive days for "The Jolson Story." At Tulsa's Orpheum the box-office counted over $4,000 in the first two days, topping by $1,300 what any Columbia film ever drew for two days.

Strong in Vacation Spots

Outside of New York's Capitol, where $625,000 was estimated in the first four weeks of the engagement, only two cities thus far have had more than one week of their indefinite engagements recorded. At the Beach in Atlantic City the first week's figures were $22,000 and the take for the first four days of the second week was virtually neck-and-neck. In Boston, Loew's Orpheum counted $46,000 and the State registered $30,000 for their first weeks, new records for both houses. In the first two days of their second weeks, the Orpheum bettered $11,000 and the State hit almost $9,000.

Vacation areas were among those recording top figures. The Rialto in Monticello, N. Y., is heading for an opening week $11,000, $4,000 better than the house record. In Saratoga, N. Y., the Community topped $2,100 for the first two days, against $2,800 for the first four days of "The Jolson Story." At the Strand, Wildwood, N. J., "Eternity" did $3,200 on its opening day, against $2,200 for the first week of "Salome."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

• in Person •
DEAN MARTIN & JERRY LEWIS
DICK STABILE AND HIS ORCHESTRA
Extra POLLY BERGEN
ON SCREEN
Plunder of the Sun
GLENN FORD DIANA LYNN PATRICIA MEDINA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco. London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Nights when the stars come down . . .

Nights now—lucky audiences are viewing modern movies as they sit in their cars—movies spectacular in close-up and depth of picture and sound—brilliant in color. Problems were met and solved before the public could have these innovations—many of them solved in co-operation with the Eastman Motion Picture Film Service.

Branches are located at strategic centers; inquiries invited. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

In the THEATRE Equipment World . . .

. . *with RAY GALLO*

A NEW lens of short focal length for wide angle projection, manufactured by the General Corp. of Chicago, has been announced for its "all-system package" of theatre equipment by the Ballantyne Co., Omaha. The lens will be made in focal lengths from two to four inches, inclusive, in one-quarter-inch steps, with a speed of *f*/1.9.

•

A new folder illustrating and describing its line of drive-in theatre lighting equipment has just been issued by the Steber Manufacturing Co., Broadview, Ill. Included are entrance and exit, driveway ramp and aisle markers; mushroom lights; column lights; moonlighting units, and general purpose enclosed floodlights. A copy of the folder (Bulletin No. 136-53) can be secured by writing to the company.

•

Selenium arc lamp rectifiers designed for continuous, 12-phase operation have been marketed by the McColpin-Christie Corp., Los Angeles. Units are available for arcs from one k.w. up to and including condenser lamp trims. Known as the "C and C" type, the units have "dual output range" with a switch provided for changing from operation ot a low output to a higher one as required. A special transformer is designed to provide lower "striking current" to save wear on carbons and mirrors.

•

Jerry Hiles of Pittsburgh has been named a representative for the Rex Specialty Bag Corp., Brooklyn, N. Y., to cover the Western Pennsylvania and Northern West Virginia territories. Hiles has been associated with the popcorn and concession industry for many years, handling leading lines of popcorn and sundries.

•

Electrically operated "cool air circulators" designed for use in drive-in theatre parking areas to provide a cool breeze and also to repel mosquitoes have been marketed by ThermRetain, Inc., Pomona, Calif. Each circulator has three steel blades of a length giving a sweep nine feet in diameter. These are mounted on a 14-foot column of eight-inch piping, with the motor at the top. Each set of blades can whip up 70,000 cubic feet of air a minute to a velocity of 12 miles an hour. Another model of a vertical type points the blade assembly to circulate air upward, as against the ceiling of a refreshment stand to keep the air stirred in a room.

•

By the end of September, Motiograph, Inc., Chicago, expects to have completed delivery of over 100 stereophonic sound systems with one or two separate magnetic reproducers. These installations, in addition to those made by the Altec Service Corp. and other equipment companies, will bring the total to over 600 theatres so equipped, according to the company.

See Settlement of Minn. Trust Case

MINNEAPOLIS, Aug. 31. — An out-of-court settlement of the $145,000 judgment awarded to Martin Lebedoff, local theatre operator, in his anti-trust action against major film companies, may result from negotiations under way here.

Mandt Torrison of St. Paul, counsel for Paramount and Maco, and Dave Shearer of Minneapolis, counsel for the remaining defendants in the action, said that "negotiations are afoot" for settlement but refused to disclose the amount involved.

Lebedoff was awarded the judgment in Judge Gunnar Nordbye's U. S. district court more than two years ago and an appeal is pending in the U. S. Circuit Court of Appeals.

'News' Film Special To Appear Nov. 15

Autumn and winter releases will be described editorially and pictorially in the forthcoming "Fifth Annual Motion Picture Issue" of the Sunday coloroto magazine section of the New York "Daily News," which publishes the section as part of its regular Sunday paper.

The special issue will appear this year on Sunday, Nov. 15. It will be given over entirely to stories and photos of new pictures not previously exhibited and which are scheduled for release in New York in November and December, and on into 1954.

McCarthy Named to S-W District Post

HARTFORD, Aug. 31.—James M. McCarthy, manager since 1933 of the downtown first-run Stanley Warner Strand, has been named district manager in Connecticut for the circuit. He will supervise 17 theatres in Manchester, New Britain Willimantic, Norwich, New London, Torrington, Bristol and Danbury. He succeeds the late John Hesse.

Harry Feinstein, zone manager, stated that a replacement for McCarthy at the Strand will be named shortly.

CinemaScope Climax For Venice Fete

Arrangements have been completed by 20th Century-Fox to stage a special preview demonstration of CinemaScope Friday evening at the Palace Theatre, Venice, as the climax of the Venice Film Festival.

Installation of CinemaScope equipment, including screen, stereophonic sound and CinemaScope lenses has been completed at the theatre, and the showing will follow the prize award ceremonies of the film fete.

Joins Shea Enterprises

Edward Dooley of the firm of Zirkle and Breden, certified public accountants, will join the M. A. Shea Theatrical Enterprises here today under the direction of W. E. Barry of the accounting department.

Book 'Robe' in D. C.

WASHINGTON, Aug. 31.—"The Robe," 20th Century-Fox's first picture in CinemaScope, will open an extended engagement at Loew's Capital Theatre here on Oct. 2.

Pa. Drive-In Suit Asks No Damages

PHILADELPHIA, Aug. 31.—A suit has been filed in Federal District Court here by James M. and Rocco Castrignano, owners of the Midway Drive-in near Wilkes-Barre, against six major distributors and Comerford Theatres alleging a conspiracy to deprive the plaintiffs of an opportunity to license product on a reasonable run.

Norman Shigon, attorney for the plaintiffs, said no financial damages are sought in the action at this time, the only relief being asked is that the Midway be licensed on a fixed availability and no later than 21 days after first-run Wilkes-Barre, or that it be given the opportunity to bid competitively against the Parsons Theatre, Parsons, Pa., three miles from the Midway.

The complaint states that Loew's and 20th Century-Fox began licensing the Midway this summer on a run 14 days after Pittston, and Paramount licenses it 14 days after the Comerford Drive-in in DuPont, Pa. Loew's and Columbia are not named defendants in the complaint.

Selznick Award to Rank's 'Cruel Sea'

"The Cruel Sea," the J. Arthur Rank Organization production, which is currently at the Fine Arts Theatre here, has been named winner of the David O. Selznick "Golden Laurel Award" for 1953 as the best cinematic contribution to mutual understanding and goodwill among the peoples of the free world.

Presentation of the award was made Sunday at the Seventh International Film Festival in Edinburgh, Scotland, with Winthrop W. Aldrich, American Ambassador to the Court of St. James, making the presentation. "The Cruel Sea" is being released in the U. S. by Universal-International.

Bing Crosby Picture Premieres Sept. 21

Bing Crosby's "Little Boy Lost" will have a reserved seat premiere at the Rivoli Theatre here on Monday night, Sept. 21, with the entire proceeds going to the Memorial Press Center Fund with which the Overseas Press Club of America will honor the memory of the heroes of the press who died in World War II and in Korea.

Orchestra seats will be $10 each, balcony $5, and a limited number of loge seats are available at $25 each.

Judell Coming to N. Y.

HOLLYWOOD, Aug. 31.—Maxson Judell, former director of advertising and public relations for Brunswick and Columbia Records, and one-time assistant to H. J. Yates, Republic Pictures president, has left here for the Middle West and New York, where he is scheduled to arrive Sept. 8. While East, he will confer on film, television and editorial activities in which he now is interested.

Republic Dividend

A dividend of 25 cents a share on preferred stock, payable Oct. 1, to stockholders of record at the close of business on Sept. 14, was declared yesterday by the board of directors of Republic Pictures, at a meeting held at the company's home offices here.

Chester Seeks Subsidy Plan For the U.S.

A survey to find the means whereby a form of subsidy, similar to those in operation in foreign countries under which film production is encouraged, can be initiated in this country is being undertaken by independent producer Hal E. Chester.

Asserting that the fight for survival by independent producers is a pattern for the entire industry, Chester said here that he was studying the best points of the various subsidy plans of foreign countries so that a workable formula can be drafted for submission to the industry as a whole.

Chester recently returned from Europe where, he said, he found almost every country "going out of its way" to help independent producers make pictures. He said he was somewhat doubtful that the U. S. government would enter into a similar arrangement but that it was conceivable that a plan could be worked out within the industry.

Fears Product Shortage

A warning that a definite product shortage was looming was issued by Chester, who said that double feature programs represented the "very existence" of many secondary situations and that unless more independent product is made, those situations are going to have to depend on reissues for their second features. Ten years ago, he pointed out, there were possibly 150 independent producers; today, he said, there are less than a handful. High interest rates plus the difficulty, itself, of raising production money have stymied the development of new independent producers, Chester said.

To protect themselves, exhibitors should help in formulating a plan to keep the double feature market open, he said. If each theatre contributed 10 cents per seat to a fund administered by an industry committee, the fund could take a bank position in making "first money" available, Chester contended.

Chester said that this government was helping film industries in other countries where our own pictures are restricted and yet no help is given to our industry. He said that the National Film Finance Corp. of England, a subsidy agency, provides financing for independent producers and is given an interest in a picture for which it has advanced money. Chester advocates a similar project, but by picking the best points of the plans of each country he hopes to come up with the right formula.

Gets Rights to "Terrorist"

Chester has acquired the rights to "The Terrorist," an original by Theodore St. John, which, in a co-production agreement with Italian producers, he will put into work on the island of Capri next spring or summer. He also has acquired five 3-D short subjects from England for distribution in the U. S. Two of the subjects are animated cartoons in one reel each and three are two-reelers. All are in color by Technicolor or Eastman Color. Chester's last picture was "The Beast From 20,000 Fathoms."

SIMPP Export

(*Continued from page 1*)

Motion Picture Export Association, will go to the Coast in the near future to catalogue available independent product for the foreign market, Arnall announced. However, so far as could be learned, no formal action has been taken yet on the earlier reported possibility of Mayer being placed in charge of the new independent export organization.

The first board of directors of IMPEA, Arnall said, is comprised of the officers and executive committee of SIMPP.

Washington Meeting Planned

It was also stated that Arnall and other representatives of the SIMPP and IMPEA will participate in the Sept. 22 negotiations in Washington of a new film remittance agreement with Britain. James A. Mulvey, president of Samuel Goldwyn Productions, and head of the distribution committee for SIMPP, probably will be the other independent participant, as he was in other years.

Arrangements for the Washington meeting were concluded some time ago by Eric Johnston, Motion Picture Association of America president, with the British Treasury and Board of Trade.

The nature of the business to be transacted, promoted and carried on by IMPEA is to export from the United States to any and all foreign countries, as principal or agent, motion pictures of every kind and nature as well as related items and merchandise, and to deal in and with motion pictures and related items for exportation from the United States to foreign markets and to do a general foreign exporting business, Arnall said.

The IMPEA was organized in compliance with the resolution of SIMPP members at the annual meeting which was held on June 24 in Beverly Hills.

The principal office of IMPEA is located at Dover, Del. Provision is also made for other offices to be located at such places as the board of directors may determine.

Two Classes of Stock

The charter provides for two classes of stock. Class A common voting stock is restricted to SIMPP members in good standing. Class B non-voting stock is available to those desiring to utilize the new association and its services.

Copies of the charter and by-laws of the new corporation will be filed with the Division of Export Trade of the Federal Trade Commission in conformity with the provisions of the Webb-Pomerene Act, Arnall said.

Ohio Tax Relief

(*Continued from page 1*)

to the relief afforded the theatres in these areas appears to be a potent factor in favor of repeal of the tax in these municipalities. Cleveland Heights has two theatres, the Cedar-Lee and the Center-Mayfield. A third theatre, the Heights, closed in mid-summer. Shaker Heights has three theatres, the Colony and Vogue, both Warner houses, and the Paramount, owned by Henry Greenberger.

Quality First, Says Schary

(*Continued from page 1*)

by Charles M. Reagan, general sales manager; Arthur M. Loew, president of Loew's International; and Howard Dietz, vice-president and director of advertising, exploitation and publicity, Schary emphasized that, regardless of new mechanical devices, the future of the industry depends on the quality of the stories that are told.

"Regardless of what anyone says, but with full respect for anyone else's opinion, I should like to say that I do not believe that the future of the motion picture industry is dependent upon the success or failure or any one film or of any one mechanical device. We at M-G-M—all of us—believe that the future of the motion picture industry will depend, number one, on the quality of the stories that are told and the use of a variety of presentations best suited to the individual story.

"We believe that our own wide screen proportions, at ratios varying from 1.66 to 1.85, will be particularly suited to many stories on our program.

Likes CinemaScope

"We further believe that CinemaScope is a valuable asset and a profitable one in the telling of certain other films.

"We believe that stereophonic sound is a must in connection with films presented on any size screen ratio.

"We believe there will very likely be a continuing market for a few films in 3-D that will be ideally suited to such mediums."

Reagan introduced the representatives of the M-G-M organization abroad including Arthur M. Loew, president; Morton A. Spring, vice president; Samuel N. Burger, sales manager; Charles Pati, assistant to Spring; Morris Frantz, publicity; Lee Kamern, Italy; Edward F. O'Connor, Japan; Maurice Silverstein, regional director of Latin America; David Lewis, regional director of Europe; and Charles Goldsmith, assistant managing director of England.

"These are changing times," Reagan said, "and there is little of the past that we can turn to. New words are in our mouths, new innovations in our thinking, and the need to be flexible in our approach, to land on our feet is apparent. Fortunately we are not committed to any new system.

"We are convinced that we are on solid ground when we make and advertise, and distribute good motion pictures, for that's what the public will buy, and if better sound, changed projection and improved illusion will help, and we know that they will, that's fine, but all of these things must, we feel, be built on good stories, good stars, good supporting casts, good directors and good producers, which finally mean good pictures."

Screenings Today

The second day of the five-day sales conference tomorrow will be featured by screening of three new productions, "Escape From Ft. Bravo," starring William Holden and Eleanor Parker; special footage on "Knights of the Round Table," new Robert Taylor, Ava Gardner and Mel Ferrer starrer; "Kiss Me Kate," starring Kathryn Grayson, Howard Keel and Ann Miller, and "The Long, Long Trailer," starring Lucille Ball and Desi Arnaz All three pictures to be shown are in color. "Kiss Me Kate" is the first musical in 3-D with stereophonic sound.

Following the screenings, Dietz, Seadler and Emery Austin, exploitation manager, will discuss campaign plans for each production. Reagan is presiding at all of the sessions.

London Official Attends

LONDON, Aug. 31. — Charles Goldsmith, M-G-M's assistant managing director here, is in Hollywood to attend the company's sales meeting and new product screenings under way at the studio this week. Goldsmith represents his chief, Sam Eckman, Jr., at the convention.

Challenging Penna's Censorship Statute

PHILADELPHIA, Aug. 31.—The constitutionality of Pennsylvania's ensorship statute has been questioned in an appeal from a ban placed by the State Board of Censors on a film which shows the evils of drug addiction.

The appeal, filed on behalf of Hallmark Productions, Inc., of Hollywood, by Edwin P. Rome, an attorney, was brought in Common Pleas Court No. 2 here. The suit named as defendants Edna R. Carroll, John Clyde Fisher and Beatrice C. Miller, individually and together as the Board of Censors.

Rome asked the court to reverse a final order of the board, handed down last July 30, against the exhibition of Hallmark's "She Shoulda Said No."

The film, according to the appeal, portrays the efforts of a girl to support herself as a chorus girl while helping her brother through college. She falls in with a dope peddler and becomes an addict. Her brother commits suicide. In the end she is arrested, breaks herself of the narcotics habit and cooperates with police in bringing about the capture of the heads of a dope ring.

The board, which first disapproved the film on June 8 as "immoral, indecent, not proper, and tending to corrupt and debase morals," reviewed it a second time at the urging of the producers and handed down a final ruling July 30, listing 22 instances of scenes and dialogue which it considered objectionable.

The suit, beside raising the question of the constitutionality of Pennsylvania's censorship statute, termed the action of the board "unreasonable and arbitrary" and said it constituted "a gross abuse of the discretion intrusted to said board by the Act of May 15, 1915, which provides for the disapproval of such films as are found to be sacrilegious, obscene, indecent or immoral or which tend in the judgment of the board to debase or corrupt morals."

Vistarama

(*Continued from page 1*)

executives as Harry Cohn, president of Columbia, Jack L. Warner, vice-president in charge of production of Warner Brothers, who is due back from Europe, and others. Dudley plans to hold the demonstration at the RKO 86th Street Theatre and is scheduled to confer with RKO Theatres officials on previewing plans today.

'U' Sets Plans

(*Continued from page 1*)

country and abroad and for theatres of all sizes and types will be maintained. There will be no reduction in the total number of pictures which it has been offering for release in recent years.

The studio is presently engaged, he said, in tests of its own employing the CinemaScope lenses, and is considering various of its top properties for a picture in this new medium. A version for standard projection also will be made available for whatever product is filmed in CinemaScope.

Rackmil pointed out that Universal was among the first companies to produce pictures in third dimension and was the first to introduce the wide screen aspect ratio of 1.85-to-1. New methods have been devised to extend the ratio to a maximum of 2-to-1 where facilities and theatre screens permit, he added.

These decisions, it was stated, were reached at executive conferences at the Coast studio. In addition to Rackmil, others participating in the policy sessions were N. J. Blumberg, chairman of the board of directors; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president; Charles J. Feldman, general sales manager; James Pratt, executive manager, and M. R. Davis, business manager at the studio.

Pennsylvania Tax

(*Continued from page 1*)

has advised exhibitors to deduct such tax charges from any rental billings from distributors. However, Allied points out that if trailers or advertising paper is purchased instead of rented, they are subject to the tax.

The tax starts at 11 cents. Therefore, theatres which sell 3-D glasses as a separate item not included in the total admission price to the theatre, must charge the sales tax if the glasses are sold for more than 10 cents. The same rule applies to service charges on give-aways.

The law is specific in prohibiting a seller from absorbing the tax so exhibitors are warned to be careful in any advertising.

If the exhibitor operates his own concession, he is responsible for the sales tax. However, if this operation is leased out, the lessee is responsible.

Canadian Exports Off

OTTAWA, Aug. 31.—The Canadian government reports that exports of films from the Dominion during the first seven months of 1953 were valued at $2,694,000, compared with $3,039,000 for the same period of 1952.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

* In any language:

"MR. SCOUTMASTER" MOPPING UP EVERYWHERE!

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 45 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 2, 1953 TEN CENTS

Allied Calls For Modified Sales Terms

Seen As Link to Action On Arbitration Parleys

Releasing what some industry members here believe to be a broad hint of what may be required to put Allied States' stamp of approval on new arbitration negotiations, Abram F. Myers, Allied board chairman and general counsel, in a current bulletin calls upon distributors to modify "selling policies and practices" in advance of Allied's board meeting early next month.

> **"That," says Myers, "would reduce the fever of the participants in that meeting and pave the way for the kind of whole-hearted, two-way cooperation that should be the goal of every right-minded person in the industry."**

He addresses his remarks to "those distributors who are forever talking about improved exhibitor-distributor relations" and urges them to make a

(*Continued on page* 4)

Vistarama Now Can Supply Producers With Its Lenses

Vistarama is now in a position to supply producers with its anamorphic lenses, Carl Dudley, Vistarama president, disclosed here yesterday on his arrival from the Coast.

Dudley indicated, however, that Vistarama is not in a position to supply exhibitors with anamorphic lenses, pointing out the retooling necessary for mass production of anamorphic

(*Continued on page* 4)

COMPO Triumvirate To Meet Here Today

The Council of Motion Picture Organizations' triumvirate, consisting of Trueman Rembusch, Sam Pinanski and Al Lichtman, will meet here today to set a date for the next meeting of COMPO's executive board and to plan an agenda for that meeting.

It is expected that the date for the session will be some time during the latter half of this month.

Basic Program Set for Allied States Annual Convention in Boston, Oct. 5-7

BOSTON, Sept. 1.—The tentative and still incomplete program for Allied States' annual convention, to be held at the Sheraton-Plaza Hotel here, Oct. 5-7, was released today by Norman Glassman, general chairman of the convention.

There will be three general convention business sessions, one on each afternoon, Monday through Wednesday. Glassman will call the first session to order and Wilbur Snaper, Allied president, will make the address of welcome. The morning of Tuesday, Oct. 6, will be reserved for film clinics, and Wednesday morning is reserved for meetings of convention committees.

Demonstrations of 3-D improvements will be offered on Monday afternoon. A trade show to be held in conjunction with the convention will be open daily.

Social events include an open house reception, Monday evening, sponsored by Motion Picture Advertising, United Film Service and Independent Exhibitors of New England; a convention luncheon, Tuesday, and cocktail party and sea food dinner that evening, sponsored by Coca-Cola, a cocktail party Wednesday sponsored by Pepsi-Cola in advance of the annual banquet.

Social program for the ladies will be highlighted by attendance at a performance of "The Robe" in CinemaScope at the Keith Memorial Theatre as guests of 20th Century-Fox.

Speakers at business sessions and the banquet remain to be announced.

Book Fight TV in Asbury Park House

The nearest theatre to New York City to carry the theatre telecast of the Marciano-LaStarza heavyweight title bout on Sept. 24 will be the St. James Theatre, Asbury Park, N. J., the Walter Reade Circuit, operator of the coast resort house, announced yesterday.

Prices for the 1,600-seater, it was stated, will be scaled from $2.40 for general admission to $3.60 for loges and boxes, Federal tax in all cases included.

Tickets have been placed on sale at all Reade theatres in New Jersey on a first-come, first-served basis, it was added. The fight has been "blacked out" of all theatres within a 50-mile radius of the City of New York, where it will be held in the Polo Grounds.

Film 'Hall of Fame' Planned on Coast

HOLLYWOOD, Sept. 1.—A "Motion Picture Museum" or "Hall of Fame," much along the lines of the present Baseball Hall of Fame in Cooperstown, N. Y., is planned by the Motion Picture Relief Fund, it was disclosed here today by Jean Hersholt, president of the Fund.

Hersholt stated that a bond issue of $2,000,000 will be floated to finance the project which, when completed, would be operated by the organization for the purpose of raising addition funds. He stated that a "virtual okay" has been received from the Internal Revenue Department for an exemption on admission receipts of the project.

Chicago's Circuits in 5-Year Operator Pact

CHICAGO, Sept. 1.—A strike of motion picture operators in a large segment of Chicago's theatres was narrowly averted here today when Allied Theatres of Illinois and Essaness Theatres came to terms with the Chicago Moving Picture Machine Operators Union, Local No. 110, IATSE and MPMP joining Balaban and Katz and Stanley Warner Theatres, who signed a new five-year contract late yesterday.

The new pact calls for the same base pay for the operators, with payments into the pension fund by exhibitors, which have been 10 per cent of the operators' base pay during the past five years, rising to 18 per cent this year, 22 per cent next year, 26 per cent in the third year and 30 per cent for the fourth and fifth years. The overall raise for the five-year period averages out roughly to fourteen per cent. The old contract expired at midnight yesterday.

Several matinee houses were without operators early in the afternoon before the contract was signed but all were open shortly thereafter.

Appoint Bergman To Pioneers Post

Maurice A. Bergman, Universal Pictures Co. executive, has been appointed national director of publicity for the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers by Jack Cohn, president.

David A. Bader, who has been handling the publicity, will function under Bergman as an associate.

'Robe' to Go 1st To 5 European States: Skouras

Tells of Opening Plans For Market Abroad

"The Robe," 20th Century-Fox's first CinemaScope production, will open in England, Germany, France, Italy and Spain the latter part of October and in November, Spyros P. Skouras, 20th-Fox president, disclosed here yesterday on his arrival from Europe.

Skouras, who spent two weeks abroad in England and Germany, said that for the first opening in London, CinemaScope equipment manufactured in the United States will be used. However, as soon as European manufacturers are able to turn out the necessary equipment, he added, the European equipment will be utilized for the market abroad.

The 20th-Fox president termed the demonstration in Frankfurt, Germany, very successful and said leading German exhibitors showed a tremendous interest in the CinemaScope process. German manufactured stereophonic

(*Continued on page* 5)

UA Sales Program Up at 3-Day Meet Opening Here Today

A sales program for United Artists' current line-up utilizing all forms of new techniques will be mapped today, with the opening of the company's three-day sales meeting here.

It will be UA's largest national sales conference in more than two years and will be attended by the company's top executives and district managers from the U. S. and Canada. The

(*Continued on page* 5)

B'way Theatres to Salute 'Robe' Bow

Times Square theatres here will salute the 8:30 opening of "The Robe" at the Roxy the evening of Sept. 16 by blinking their marquee lights in the Navy's 73 code, the traditional message of good luck.

Participants in the flashed greeting will include the Radio City Music Hall, Capitol, Loew's State, Paramount, Rivoli, Astor, Victoria, Globe, Mayfair and RKO Palace.

Personal Mention

ALFRED E. DAFF, Universal Pictures executive vice-president; Charles J. Feldman, general sales manager, and F. J. A. McCarthy, Southern and Canadian sales manager, left here yesterday for Toronto.

•

Mort Sackett, president of Guaranteed Pictures, Inc., Commonwealth Pictures Corp. and Commonwealth Film and Television, Inc., this week is celebrating his 35th year in the film industry.

•

Jules Lapidus, Warners' Eastern and Canadian division sales manager, was in Philadelphia from New York yesterday and is in Washington today.

•

Arthur Lockwood, of Lockwood & Gordon Enterprises, Boston, has returned there following a cross-country automobile tour.

•

Dr. Paul Ilton, archaeologist, and consultant to C. I. Productions Corp., left New York by plane Monday for Rome.

•

Murray Silverstone, 20th Century-Fox International Corp. president, returned here yesterday from Europe.

•

Charles Deckman, manager of the Vine Theatre in the Cleveland area, is convalescing at his home following hospitalization.

•

Albert Dezel, managing director of the Coronet Theatre, Detroit, has returned there following a trip to Europe.

•

Ted Harris, managing director of the State Theatre, Hartford, and Mrs. Harris have returned there from Louisville.

•

Peter LeRoy of the Blue Hills Drive-In Theatre Corp., Bloomfield, Conn., and Mrs. LeRoy are celebrating their 33rd wedding anniversary.

•

John R. Patno, Jr., manager of the Empress Theatre, South Norwalk, Conn., has returned there from Westerly, R. I.

•

M. J. Daly, of the Blue Hills Drive-In Theatre Corp., Bloomfield, Conn., has returned there from Cape Cod.

•

Arthur Lockwood of the Lockwood & Gordon Theatres in the New England area has been on a cross-country motor tour.

•

John McGrail, Universal-International exploitation man in New England, has returned to Hartford from a Caribbean vacation.

•

Jack Berkson, president of Screencraft Pictures, has returned to New York from Saratoga Springs.

•

Paul Jones, Paramount producer, left New York yesterday for Hollywood.

Hall, Capitol Slate Extra Holiday Shows

Extra Labor Day shows have been scheduled by Radio City Music Hall and the Capitol on Broadway here to accommodate Labor Day holiday crowds next Monday.

The Capitol, with "From Here to Eternity," will have extra late shows throughout the Labor Day weekend. The Music Hall, with "Roman Holiday," will have extra performances on Monday.

One Strike Settled, New Begun in Mex.

MEXICO CITY, Sept. 1.—A settlement has been reached in the 55-day strike of technical and manual workers locals of the Picture Production Workers Union against 19 Mexican producers. The technicians, including cameramen and makeup personnel, won a wage increase of 12.2 per cent while the carpenters, painters, electricians and other manual workers received a 33 per cent increase. Extras also benefitted with an $8.67 weekly pay hike.

Shortly after the strike against the producers was settled, 450 union members went out on strike closing four of Mexico's five studios. The strikers are demanding a 15 per cent wage increase, which the studios insist they cannot meet because the plants are running at a heavy deficit. The studios affected by the strike are Churubusco, San Angel Inn, Tepeyac and Azteca.

In another demand the strikers call for the expropriation of the Tepeyac studios, which is owned primarily by General Abelardo L. Rodriguez, ex-president of Mexico, and Theodore Gildred, an American. The strikers contend that the owners intend to abandon the plant and feel that they should expropriate the studio and run it cooperatively, under Government supervision with Government technical aid.

Mexican Producers Oppose State 'Aid'

MEXICO CITY, Sept. 1.—Producers who made half of the 46 pictures produced during the first six months of this year, petitioned Angel Carvajal, Secretary of the Interior, to kill the "Garduño Plan," which provides more official help for the industry.

The protesting producers, among whom are Mier y Brooks and Gregory Wallerstein said, "We urge you to prevent the industry from falling into the hands of an official monopoly." They likened the plan to "the way they do things in Russia," and declared that they would prefer to quit the picture business rather than operate under the plan.

Md. Drive-in Opened

BALTIMORE, Sept. 1. — Lou Gaertner has opened his new drive-in, the Harford, with accommodations for 1,100 cars, at Aberdeen.

MGM Will Screen 2 At 3rd Day of Meet

CULVER CITY, Sept. 1. — Two pictures will be screened tomorrow, and discussions of promotion plans will follow each screening, marking the third day of M-G-M's sales conferences being held here and attended by approximately 125 members of the domestic and international sales force in addition to home office executives and field representatives.

Also scheduled for tomorrow is the discussion of plans for the promotion of "The Long, Long Trailer," starring the team of Lucille Ball and Desi Arnaz.

Executives to Participate

The morning's session will center around a screening of "Take the High Ground," which is to be premiered in five Texas situations starting Sept. 21. The screening will be followed by a discussion of promotion activities in the picture by Howard Dietz, vice-president in charge of advertising, publicity and exploitation; Si Seadler, advertising manager, and Emery Austin, exploitation manager.

The afternoon session will begin with a screening of "All The Brothers Were Valiant," to be followed by special Technicolor footage on "Rose Marie" in CinemaScope.

Reagan to Preside

Thursday morning and afternoon sessions will be confined largely to meetings at the Ambassador Hotel. Charles M. Reagan, general sales manager, will preside. In the evening, there will be a preview of "Mogambo," starring Clark Gable, Ava Gardner and Grace Kelly. Friday morning will be devoted to a general meeting at the Ambassador following which the delegates will have luncheon at the studio with the company's executives, producers, directors, stars and members of the press. The closing afternoon session will be limited to individual meetings by the six sales managers with their branch managers at the Ambassador.

Golden Joins Colony As V.P., Manager

HOLLYWOOD, Sept 1.—Frank P. Rosenberg today disclosed that Max Golden, veteran executive who recently resigned as production manager of the Fox studio, will join Rosenberg's newly-formed Colony Pictures, Inc., as vice-president and general manager.

Meredith to Minneapolis

MINNEAPOLIS, Sept. 1.—Gene Meredith, formerly cashier at the Warner Brothers exchange here and more recently at the Jacksonville, Fla., branch, has returned to the Minneapolis exchange as office manager. Gertrude Guimont, who has been serving as office manager, has been transferred to booking.

Good Crowds at 25 Cents

PORTLAND, Ore., Sept. 1.—John Hamrick's Roxy Theatre, which has inaugurated a 25-cent-admission policy, is doing good business, showing films approximately 20 years old.

WB Calls System 'WarnerScope' Now

HOLLYWOOD, Sept. 1. — WarnerScope is the new official name for Warner Brothers' wide screen process previously identified as WarnerSuperScope, the studio announced today.

The change was made in the interests of simplicity and in response to requests of many exhibitors. The shortened name is considered more readily identifiable and more easily adaptable to theatre marquee display and advertising.

S-W Theatres in N.J. Map Fall Campaign

NEWARK, N. J., Sept. 1.—A fall business drive was opened here at a meeting of Stanley Warner Theatre managers of the Newark Zone, held at the Essex House Hotel. The principal speakers were Si Fabian, S-W president, and Sam Rosen, executive vice-president.

The theme of the drive was "New Movie Era; Prize Salute to Star Showmen." Details of the campaign and the incentive prize plans were outlined by Edgar Goth, advertising-publicity manager for the zone. Other speakers were Bob Deitch, zone exploitation manager; John McKennay, film buyer; and district managers Tony Williams, Harold Weidenhorn and Jack Springer.

Other home office representatives who addressed the meeting were Harry Goldberg, S-W advertising manager, and Nat Fellman, circuit film buyer.

German Producers Seek Export Trade

WASHINGTON, Sept. 1.—German film producers are trying to build up their export markets, Commerce Department film chief Nathan D. Golden reported. He said an export promotion office had been set up in Frankfort in an effort to get more foreign markets for German films. During 1952, German producers took in about $1,120,000 from exports, he said.

During 1952, West German producers turned out 63 features, including five in color, and about 200 shorts, the Commerce official estimated. Only 46 features were produced in 1951. Golden said there are about 50 feature film producers and 100 short subject film producers in the Federal Republic of Germany, mostly in Hamburg or Munich. There are about six studios for feature production and about 20 for short subject production.

Joins W.B. in Canada

TORONTO, Sept. 1.—Irving Herman, publicity director for United Artists Corp. here, has resigned that post to join Warner Brothers in the same capacity. He will succeed Stan Helleur, who has been named chief information officer of the National Film Board.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club. Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

TO THE EXHIBITORS OF AMERICA AND THE WORLD–

Many of the M-G-M Sales Representatives at this week's "SEE FOR YOURSELF" Conference in California have been with this organization since its inception. Throughout our domestic and international operations, length of service to M-G-M is a matter of deep company pride.

Our success has been built upon two vital factors — consistently good product and friendly relations with you, the exhibitor. It is equally a matter of company pride that you, by your long span of business dealings with M-G-M, have made it possible for us to serve you over these many years.

We take this opportunity, when representatives from abroad have joined us here, to express our gratitude to exhibitors everywhere for the loyalty and confidence that have given to the trademark of M-G-M its worldwide popularity and respect.

The promise of our "SEE FOR YOURSELF" conference is being richly fulfilled. We, who are ever cognizant of the past glories of M-G-M can truthfully tell you that we will bring to theatres in consecutive release a wonderful group of BIG attractions, produced in the M-G-M manner and similarly to be exploited. You must "SEE FOR YOURSELF" at the nationwide trade-shows!

One after another they come: —

Oct. 9 — "MOGAMBO" (*Tech.*) Clark Gable, Ava Gardner
Oct. 23 — "TORCH SONG" (*Tech.*) Joan Crawford, Michael Wilding
Oct. 30 — "TAKE THE HIGH GROUND!" (*Ansco*) Richard Widmark, Karl Malden, Elaine Stewart
Nov. 13 — "ALL THE BROTHERS WERE VALIANT" (*Tech.*) Robert Taylor, Stewart Granger, Ann Blyth
Nov. 26 — "KISS ME KATE" (*Tech.*) Kathryn Grayson, Howard Keel
Dec. 4 — "ESCAPE FROM FORT BRAVO" (*Ansco*) William Holden, Eleanor Parker, John Forsythe
Dec. 25 — "EASY TO LOVE" (*Tech.*) Esther Williams, Van Johnson, Tony Martin

From California we salute you, gentlemen of the theatres! We have the pictures for you. We have the showmanship to back them up. May we all go forward together with renewed vigor, with ever courageous optimism and the fine, cooperative relationship upon which mutual success is based.

THE FRIENDLY COMPANY

Allied Calls

(*Continued from page 1*)

"real gesture" in the direction indicated.

The Allied board meeting will precede the annual convention in Boston, Oct. 5-7. Myers indicated previously that Allied would take no action on the recent Senate Small Business Subcommittee's admonition to exhibitors to initiate new talks on an industry arbitration system before the October board meeting.

Would Expedite New Talks

The Senate subcommittee report rejected Allied's contention in past arbitration parleys that film rentals and other sales terms should be a part of arbitration. With Allied presumably unable in consequence to press that issue in good faith at new industry arbitration talks, observers believe Myers' present invitation to distributors to take voluntary action in that regard is tantamount to a notice that, should such action be taken, there then would be no barrier to Allied participation in new arbitration talks.

He indicates in his current bulletin that both the board meeting and annual convention will be concerned with "film prices, scarcity of product, the price and availability of 3-D, wide screen and stereophonic equipment, standardization in such equipment, such further action as may be required to gain necesary tax relief, and methods of improving theatre attendance."

Myers ties the latter two objectives together, saying: "The reason for seeking exemption from the admission tax is simply to give the industry the time and substance with which to tackle its No. 1 problem, which is steadily declining theatre attendance." If box office receipts continue their decline for another five years at their recent rate, he says, "lifting the tax will merely postpone the industry's demise, it will not cure the disease."

Two-Point Objective

Any program for improving theatre attendance which may be worked out at the Allied convention "and presented to the industry for its consideration," Myers says, will have these two objectives: to make a contribution toward solution of the industry's No. 1 problem, and "to demonstrate to the press, Congress and the Administration how the lifting of the admissions tax will enable the industry to help itself and will not mean merely pouring tax money down a rat hole."

On the prospects of a product shortage "next year," Myers says the theatres most vulnerable are those which cannot afford the expensive new equipment required to show some of the new pictures; theatres able to pay for such equipment but to which it will not be available because of supply problems, and theatres which are not physically proportioned to adapt themselves to the new installations.

The Myers' bulletin makes a bid for drive-ins to line up with Allied in attempting to solve the product and equipment problems. They cannot afford "to go it alone," he says.

In his bulletin Myers asks why theatres faced with a product scarcity should pass up a picture like "The Moon Is Blue" which holds out "promise of a profit," because it has been denied a Production Code seal. "It seems a pity," he says, "that in times like these the so-called art theatres should be the sole beneficiaries of high grossing pictures that could be exhibited to adult audiences in the regular theatres without hurting anyone."

Pays Tribute to Code

Myers says "Allied has consistently supported the Production Code" and adds that "the Code Authority cannot fairly be criticized for withholding a seal for this picture. It clearly violates the letter of certain provisions of the Code."

"I am not advocating this as a policy," he says, "only as an experiment in the exhibitors' quest for receipts."

Referring to the recent report of the National Association of Real Estate Boards showing the effects of theatre closings on neighboring businesses and whole communities, Myers suggests that regional exhibitor leaders use it to combat any movement to levy special assessments on theatres in their area.

Files $1,000,000 Suit in Boston

BOSTON, Sept. 1.—A $1,000,000 anti-trust suit was filed in Federal District Court here by Beacon Hill Theatres, Inc., operated by Benjamin Sack.

Named as defendants were: RKO Theatres, Inc., Keith Massachusetts Theatres, New England Theatres, Inc., American Theatres Corp., Pilgrim Theatre Corp., Republic, Monogram and eight major distributors. The complaint charges that since March, 1949, the defendants have been engaged in a conspiracy to restrain and monopolize interstate trade by a system of runs, clearances and admission prices, as a result of which, the plaintiff was denied the right to bid for and secure first-run films. The attorney for the plaintiff is George S. Ryan, of Boston.

Brawl and Explosion Hit Chicago Houses

CHICAGO, Sept. 1.—A mysterious explosion and a teen-age brawl brought two local theatres into the headlines yesterday. The unexplained blast that rocked the 1,400-seat Oakley Theatre as well as the surrounding neighborhood, caused the death of the proprietor of the shoe store next to the theatre. The explosion, which took place before dawn, was followed by a fire which made a shambles of the Bartlestein circuit house.

At the Vogue theatre, a young couple was accosted by three teenagers as they walked out of the theatre. The youngsters demanded money from the couple and the young man went into a store on the pretext of getting change. While in the store, he telephoned members of his gang. Before long, there were two gangs of teen-agers ready to tussle on the street. Police broke up the gathering and captured 11 of the teen-agers as they fled.

3-D in Columbus, O.

COLUMBUS, O., Sept. 1.—Fred Rowlands' Livingston and the Academy Theatres' Lane have installed 3-D equipment. Neth's State and the Linden, an independent house, were the first two suburbans here to install 3-D.

Texas Compo Maps Press Campaign

DALLAS, Sept. 1.—The number one project of Texas Compo in round two of the tax repeal program will be to establish proper press relations, the organization informed exhibitors of that state in a memorandum.

The memorandum, which enclosed a reply card on local press sentiment to be filled out by exhibitors, cited "unfair and untrue reports regarding the plight of the motion picture industry" in newspapers of certain cities. It went on to say, however, that Texas newspapers were generally in favor of the tax repeal, but their continued support is needed. The enclosed card asked exhibitors to list their local newspaper and classify its editorial policy as "friendly," "unfriendly" or "indifferent."

Exhibitors were also urged to attend the upcoming luncheons honoring Texas Congressmen for their support in the tax fight.

More European Films to Canada

WASHINGTON, Sept. 1.—More British and Continental European films and fewer U. S. features are going into Canada than in former years, according to Commerce Department film chief Nathan D. Golden. However, U. S. films still dominate the Canadian market.

Golden based his report on the annual statement of the Ontario Film Censors for the year ending March 31, 1953 and on trade sources. In the 1952-53 year, the censors reported, they reviewed 581 features, of which 439 were U. S. productions, 85 were British and 57 came from other countries. In the previous year, with only 559 features reviewed, 462 came from the U. S., 61 from Britain and 36 from other countries.

Golden also reported that in the Netherlands, during the first six months of 1953, about 57% of films approved by the Netherlands Censorship Board were U. S. This was the same percentage as for the first half of 1952.

Bell System Adds Three TV Stations

Three television stations have been added to the list of users of the network teleivsion service provided by the long lines department of the American Telephone and Telegraph Company. The latest stations to adopt the network service are WPMT, Portland, Me.; KHSL-TV, Chico, Calif., and WENS, Pittsburgh, Pa.

Continue Polio Ban

CALGARY, Alta., Sept. 1.—A request by the city of Lethbridge to have the polio ban preventing children 16 years old and under from attending theatres or swimming pools lifted was turned down by the Alberta government. The polio epidemic is serious in the Prairie province.

Conn. Drive-in Started

HARTFORD, Sept. 1. — Morris Keppner, Burnside Theatre Corp., and Louis Lipman, Hartford auto dealer, have started construction of a 700-car drive-in theatre at Mansfield. Opening is scheduled for the spring of 1954.

Vistarama

(*Continued from page 1*)

projection lenses and the huge investment required. He added that other sources of supply exist for exhibitors, probably referring to the CinemaScope projection lens and those to be offered by Warner Brothers for its Warner-SuperScope process. Vistarama had a wide screen aspect ratio of 2.66-to-1 when last shown in New York. Dudley recently concluded a deal with Warner Brothers for the use of the process.

The Vistarama president, who is here for a trade and press demonstration of "Aloha Nui," said that negotiations are progressing rapidly with two major studios for the use of the process. He declined to identify the studios. "Aloha Nui," a travel short shot in the Vistarama process with a screen aspect ratio of 2.5-to-1, will be previewed here today at the RKO 86th Street Theatre, Dudley said.

He declined to state the price to producers for the use of the Vistarama lens, nor would he indicate the current production capacity of Vistarama's lens manufacturing company, the Simpson Optical Manufacturing Co., of Chicago. He stated, however, that the number of Vistarama lenses to be manufactured will be determined within the next few weeks when current negotiations should be terminated.

Six Field Engineers Added to Altec Staff

Three Altec Service Corp. divisions have augmented their field engineering personnel during the past few weeks. M. G. Thomas, Altec Southern division manager, has added two engineers: James E. Reed and John P. Flaherty. Eastern divison manager L. J. Patton has assigned Louis J. Koci and Walter Wehr to the Newark office, and Willard Jones to Scranton. Cecil E. Hudson has been added to C. J. Zern's Southwestern division.

V. C. Newsboys' Day

CINCINNATI, Sept. 1. — The Cincinnati Variety Club has set a quota of $40,000 for "Old Newspaper Boys' Day," on Sept. 22, the proceeds from which will be turned over to the Hamilton County Council for Retarded Children, which the club is co-sponsoring. Business and professional men who were newsboys in their youth will sell a special edition of the Cincinnati "Times-Star" on downtown streets.

Many Fall Openings

CLEVELAND, Sept. 1. — Labor Day will find the lights turned on at several theatres which were closed for the summer. Among them are the Kinsman, Kinsman; Dixie, Toledo; Grove, Columbus Grove, recently acquired by Fritz Witteborg, and the Shreve, now operated by Homer Hott and Clifford Selkirk. The latter theatre had been closed as a precaution against polio.

Townsfolk to Build

PLAIN, Wis., Sept. 1.—The drive for funds to build a new community theatre here has virtually reached the half-way mark, with a total of $11,000 subscribed for the $25-per-share stock. A goal has been set at $50,000.

UA Program

(*Continued from page* 1)

product line-up includes pictures in the conventional form, 3-D, wide screen, CinemaScope and stereophonic sound.

Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board, will keynote the conference at this morning's session.

Speakers listed for the session tomorow morning are: William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president, and B. G. Kranze, general sales manager. Tomorrow afternoon, the conference will hear from Milton E. Cohen, eastern division manager; James Velde, western division manager, and five representatives of independent producers, George Schaefer, David (Skip) Weshner, James Mulvey, Seymour Poe and Edward Peskay.

District Heads to Attend

Among those attending the meeting are: Francis M. Winikus, director of advertising, publicity and exploitation; Charles S. Chaplin, Canadian division manager; Fred Meyers, New York-Metropolitan district manager; John Turner, eastern district manager; George Pabst, southern district manager; Harry Goldman, central district manager; F. J. Lee, midwest district manager; Ralph Clark, West Coast district manager, and Joseph Sugar, New York branch manager.

Since the last UA sales meeting in the spring a number of deals were completed, bringing into the UA fold Burt Lancaster, Joseph L. Mankiewicz, Elia Kazan, Budd Schulberg and Robert Rossen, all with films now in preparation. Previously lined up were Humphrey Bogart, Jennifer Jones, Gina Lollobrigida, Errol Flynn, Kirk Douglas, Gene Tierney, John Huston and Anatole Litvak, who have pictures now nearing completion.

The current meeting will hear reports on United Artists business progress during the past year and will discuss plans for launching the productions going into release during the coming year.

Canadian Pioneers In Golf Tourney

TORONTO, Sept. 1.—Approximately 100 players from the Ontario area took part in the annual golf tourney of the Canadian Picture Pioneers, held this past weekend at the St. Andrew's course. Fred Cross, a local projectionist, won the Famous Players trophy, symbolic of the film industry championship. Runner-up in the match was George Georgas of Owen Sound.

The Nat Taylor trophy for team competition was won by Bob Eves, Jim and George Georgas and Tony Saso, of Famous Players. Gurston Allen had the low gross in "B" flight and C. Hughes captured the trophy in the "C" category. Other winners included George Altman, S. Hanson and John Heggie.

FPC Declares Dividend

TORONTO, Sept. 1.—Famous Players Canadian Corp. has declared a dividend of 35 cents on the common shares for the third period of 1953, payable Sept. 25 to stockholders of record Sept. 10. The amount of the dividend is 10 cents higher than the rate of a year ago.

Reviews

"Trail of the Arrow"

(*Allied Artists*)

THIS is a typical, but enjoyable, film for the Western fan, with Guy Madison as Wild Bill Hickok riding and fighting his way through two new adventures. In both stories, the Indian appears to be the culprit, but actually it's the white man who's behind all the skullduggery.

In the first episode, Madison and his sidekick, Andy Devine, try to solve the mystery of some stolen cattle that the government is sending to an Indian reservation. Three Indian renegades seem to be the cause of this disappearance but, in reality, ranch hands for crooked Raymond Hatton are the culprits.

The second half of the film tells of a pony express agent who has been trying to appropriate a gold mine on Indian territory. By killing some of the pony express riders with arrows and making it appear that Indians were the murderers he sought to direct vengeance toward them.

Madison and Devine solve both mysteries quickly with a minimum of dialogue, much hard riding and fast shooting.

Wesley Barry was the producer and Thomas Carr, the director. The screenplay was by Melvin Levy and Maurice Tombragel. It is a Newhall production.

Others in the cast include Wendy Waldron, Monte Blue, Rory Mallinson, Neyle Morrow and Steve Pendleton.

Running time, 53 minutes. General audience classification. Release date, Aug. 25.

"Run for the Hills"

(*Broder-Realart*)

NEARLY every type of humor was attempted in this production but little of it succeeds in making the subject of the H-Bomb a very funny one. The situations employed in trying to squeeze laughs out of the subject matter are a trifle tedious and the picture can be rated as only moderately amusing.

Cast in the leading role as an insurance actuary in Sonny Tufts, a man whose penchant for computing odds leads him to worrying about the possibility of an H-Bomb explosion. His worries cause him to buy a cave in the hills. The press discovers Tufts when he tries to make a bank loan to improve his new "home." The publicity makes Tufts a national figure but his staid firm fires him. In order to remain financially solvent, Tufts and his wife, Barbara Payton, dress in the cave man motif and conduct tours through the cave.

When the man who sold the couple the cave tries to repossess it, further complications arise. The former owner gets quite nasty about the whole thing and tries some rather unpleasant methods of dislodging Tufts and wife. However, all turns out for the best when a minor earthquake leads the couple to discover gold on the property.

Tufts and Miss Payton do a fairly good job considering the foolish things they have to do and say at times.

This Jack Broder Production was produced by Mark O. Rice and R. D. Ervin and directed by Lew Landers from an original story by Leonard Neubauer. Ted Lewis was executive producer.

Running time, 73 minutes. General audience classification. Release date, April, 1953.

Md. Censors Reject Appeal on 'Moon'

BALTIMORE, Sept. 1. — The Maryland State Board of Motion Picture Censors today turned down an appeal from distributors of "The Moon Is Blue" and rejected the picture for the second time as "indecent and immoral."

The board's order denying the appeal was made public by Sydney R. Traub, censor chairman.

Franklin G. Allen, United Artists attorney, upon applying for a permit to distribute the picture in Maryland, said the board's decision will be appealed by the distributor to the Baltimore City Court.

Tie 'Sabre' Premiere To Dayton Air Show

"Sabre Jet" will have its world premiere at Loew's Theatre, Dayton, O., on Friday as the lead-off event of the National Aircraft Show. United Artists is distributor of the picture.

Secretary of the Air Force, Harold E. Talbott, will participate and stars Robert Stack, Coleen Gray, Richard Arlen, Julie Bishop and Leon Ames will attend.

Hope for Mexican 3-D Showings Seen

MEXICO CITY, Sept. 1.—Federal Judge Ignacio Burgoa has increased local exhibitors' hope for 3-D showings in this area by granting Mrs. Rosa Elena Cabiedes and Filmadora Azteca, director and producer, respectively, of Mexico's first 3-D documentary, an injunction against the City Amusement Supervision Department's demands that film patrons be provided with free unused glasses.

The judge had previously awarded the exhibitors an injunction against the Government's attempt to enforce a 50 per cent playing time rule for Mexican films. The city attorney plans to fight the latest injunction on the grounds that the department's demands are in the public interest.

Mexican Tax Proposal

MEXICO CITY, Sept. 1.—Senator Dr. Alfonso Alarcon has proposed a special admissions tax of 1.115 cent, payable by patrons, be adopted to increase funds for the National Child Protective Institute, which takes care of underprivileged children. Exhibitors have expressed opposition to the tax, which will be considered by the 1953-54 Federal legislature.

Skouras Sets

(*Continued from page* 1)

sound equipment, he added, had been used for the Frankfurt demonstration. As to England, he went on, deals are pending for the manufacture of CinemaScope equipment there and to date more than 800 orders for installations have been received from British exhibitors.

Following the London premiere of "The Robe," Skouras said there would be nine key city openings in Britain. He emphasized that 20th-Fox has invested some $10,000,000 in CinemaScope so that "The Robe," "How to Marry a Millionaire," "Beneath a Twelve Mile Reef," and "Prince Valiant" can be opened domestically before the end of the year and shortly thereafter abroad. The world premiere of "The Robe" is slated for the New York Roxy on Sept. 16.

AA Schedules Four in Sept.; One Reissue

Allied Artists will release three films and reissue another during September, reports Morey R. Goldstein, vice-president and general sales manager. The reissue will be "The Rose Bowl Story," starring Marshall Thompson and Vera Miles, which will be made available on Sept. 6.

"Mexican Manhunt," a George Brent starrer produced by Lindsley Parsons, and "Fighting Marshal," featuring Wayne Morris and produced by Vincent M. Fennelly, will go out on Sept. 13 and 20, respectively. "The Royal African rifles," with Louis Hayward and Veronica Hurst, will be released on Sept. 27.

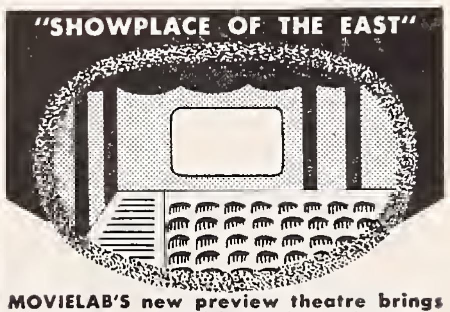
Court Battle Looms On 'Donations' Tax

COLUMBUS, O., Sept. 1.—A court battle on the issue of the legality of the Federal government's 20 per cent tax on donations received by the Little Theatre here loomed as Charles Sugarman, Little co-owner, said he will file a "friendly suit" in Federal court to recover the money paid the government.

The theatre was billed by the Bureau of Internal Revenue for 20 per cent of the "take" under the donation policy, which has been in effect since last November.

Quits RKO for Columbia

MEMPHIS, Sept. 1.—Tate Baker, salesman for RKO Radio, has resigned to join Columbia as salesman in Memphis. He succeeds J. H. Martin, who resigned from Columbia to operate his own drive-in theatre at Osceola, Ark.



"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.

- Three dimensional projection
- ★ Three channel interlock projection
- 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

National Pre-Selling

"SOLDIER VS. SYSTEM" is the title given to the review of "From Here to Eternity," appearing in the current issue of "Life." The reviewer's reaction: "The novel seemed to defy every Hollywood taboo. But the film version of 'From Here to Eternity' keeps most of its rough characters and much of its mayhem, though the dialogue is more polite. Director Fred Zinnemann gets the performances of their careers out of a stable of stars. Deborah Kerr, best known for bloodless roles up to now, plays the hot-blooded Karen with a vim that indicates Columbia Pictures has at last 'found her cup of tea.' Donna Reed, who plays Maggio's girl friend (Maggio being superbly played by Frank Sinatra) is on the front cover of the issue."

●

"Ride, Vaquero!", "Melba," and "Gentlemen Prefer Blondes" are recommended to the readers of "Woman's Home Companion" in the September issue.

●

"Band Wagon's" specialty dancer, LeRoy Daniels, who does the shoeshine number, was the one who inspired the popular song "Chattanooga Shoeshine Boy," reports Ruth Harbert, in the September issue of "Good Housekeeping." Fred Astaire discovered LeRoy at his shoe-shine stand at 6th and Main Streets in Los Angeles.

●

"Forever Female's" ingenue, Pat Cowley, was chosen in an authentic Coast-to-Coast hunt for new talent, reports Louella Parsons in last Sunday's "Pictorial Review." When Pat was asked to change her name because the studio spokesman said "No one will know if you're a boy or girl," Pat's reply was "No one has ever had that problem before."

●

"From Here to Eternity" is represented by a full-page ad in the September issue of "Seventeen." In the same issue, Ava Gardner is spotlighted as the co-star of "Mogambo" in a full-color page advertising Lustre-Creme Shampoo.

●

"Screenland" and "Silver Screen" publisher, Ned Pines, is launching a new magazine entitled "True Life Stories."

In circulation, the two Pines fan magazines show a gain of 19 per cent for the first 6 months of 1953.

●

"The Captain's Paradise," starring Alec Guinness, released by Lopert Films, was reviewed favorably in Sunday's New York Times Magazine section. The latest Alec Guinness picture is scheduled to open here at the Paris Theatre.

●

"From Here to Eternity's" star, Frank Sinatra, and Ava Gardner, co-star of "Mogambo," will appear on the front cover of the Sept. 6 issue of "Parade."

●

"Three Forbidden Stories" co-star, Antonella Lualdi, appears in full color in the current issue of "Newsweek" along with many feminine stars of the Italian film industry. "Three Forbidden Stories" is an Ellis Co. release. Antonella Lualdi is currently making a CinemaScope color picture with Errol Flynn, based on the story of "Will Tell."

WALTER HAAS

Asides & Interludes

—by James Cunningham

PRINCIPAL complaints appearing in the public prints from drive-in operators concern their inability to obtain product—top product, within a reasonable time, in competition with so-called "regular" theatres.

That's not their chief headache. Not at all.

Ask 'em about the teen-age drivers who blow their horns, throw on their spotlights, who arrive with run-down batteries, no spare tires, and little or no gasoline. Not to mention the mechanical-minded youngsters who "forget" and drive off with the speakers.

☆ ☆ ☆

"It's Sunday morning," writes Charlie Jones, secretary of the Allied Caravan of Iowa & Nebraska, to members. "I should be in the Shinto shrine, but the Gov't put the bite on them for 20% of the collection and they had to close their doors—so," continues Charlie, "I'll spend today writing lucid comment of things pertinent and not so pertinent."

Perts Charlie:

"The battle for accounts among producer-distributors has simmered down to a battle of who can make the most startling announcements. Latest to increase their budget for bigger headlines is the Brothers Warner who recently announced the *Warner-Whooper-Pooper-Super-Dooper-Plooper-Scope*, a system that produces sound so that you hear it from front, back, sides, top and, if you try real hard, bottom. And you can see it with both eyes even on a morning after, with both of them crossed.

"Those boys," comments Charlie, "sure do invent."

☆ ☆ ☆

Max Youngstein, vice-president of United Artists, keeps himself as busy as a bee, and rarely expounds theories on the economic trials and tribulations of this great industry. So, then, it was with great surprise that we read in H. V. (Rotus) Harvey's "Exhibitors' Digest" this pronouncement from Max:

> "I realize fully that there can't be anything really startling about the fact that 'I Love Marilyn Monroe,' but, as far as I am concerned, you can have the boy and girl next door. I love her for all of the wrong reasons just as you do but I also believe I have at least one good reason. To me, Marilyn Monroe is a one woman answer to all of the wails about what's wrong with our industry. . . .
>
> "Studios have tried in the past few years to come up with new faces. It's amazing how few of the new faces have been able to catch on. The reason, however, is not too difficult to figure out. They take these young, beautiful girls and they give them that new, nice, clean, washed look. They show them at sewing machines, in the kitchen, and doing wonderful imitations of 'Whistler's Mother.' Hardly any of these girls are heard from six months after the campaign on them starts. They have a tendency to become so many telephone numbers in so many black books.
>
> "While all of this energy is being expended wastefully, into the scene wiggles a blonde tornado who doesn't look like anybody's sister or mother to me and within a few months gets more space than all the rest of the people in the industry put together."

Our Complaint Department has been alerted to hear from Adolph (Golden Jubilee) Zukor, Spyros (CinemaScope) Skouros, Al (Testimonial Drive) Lichtman, et al., et al., et al.

☆ ☆ ☆

The closing of theatres and the effect on surrounding business is getting to be a pretty serious piece of business. Out in Portland, Oregon, a theatre closed and the beertenders shouted from here to there, and elsewhere, because the dads who had parked their youngsters in the nearby theatre have taken their kids and business elsewhere.

☆ ☆ ☆

Mack-Aroons, by Irving Mack, of Chicago:

When a woman's toe sticks out of her shoe, she's fashionable. When a man's toe sticks out, he's a bum.

The man who says at least it doesn't cost anything to laugh today, apparently has never heard of the amusement tax.

Or, as the little doughnut said to the big layer cake: "If I had your dough, I wouldn't be hanging around this hole."

"Everybody laughed when I sat down at the piano, but when the little redhead contralto gave me the key to A flat—boy, how I accompanied her."

Road Signs are frequently prophetic. For example: "Soft Shoulders." "Dangerous Curves." "Danger." "Look Out for Children."

☆ ☆ ☆

The heirs of Enrico Caruso have forced MGM and Coca-Cola to remove posters in Italy advertising "The Great Caruso". The posters show the star of the picture, Mario Lanza, drinking Coca-Cola. . . . Bill Weaver, in Hollywood, reminds that persons presently engaged in writing off 3-D as a novelty, are probably the same guys who wrote off color, and sound. . . . Joseph Heidt, publicist, publicly announced that in the "vast repertoire" of his client Anne Russell gay comedienne, is that must-be-a-beautiful song number: "I'd Be A Red Hot Mamma—If I Didn't Have Varicose Veins". . . . In the U. S., a theatre operator turns vaudeville on and off, like a water faucet. Not so in Argentina, where the Chamber of Deputies has just adopted a bill making it compulsory for motion picture theatres to stage vaudeville acts. Deputy Carlos H. Perette estimates that 50,000 persons would gain employment. That averages about 5,873½ persons to each vaudevillian.

First Run Business Strong in Chicago; Many Holdovers

CHICAGO, Sept. 1.—With few exceptions, first run business continues very good here, with "This Is Cinerama" still playing to capacity houses at the Palace and topping $47,000 in its fifth week. Strong openings were registered by four new bills, with "The Sword and the Rose" heading for a good $16,000 at the Loop in its first week. "Stalag 17" chalked up a nice $30,000 at the State Lake, "Vice Squad" and "Jamaica Run" are due to top $26,000 at the Roosevelt, and H. & E. Balaban's Surf on the north side is heading toward a fine $7,500 for the initial stanza of "The Sea Around Us."

"Blondes" in Sixth Week

Among the holdovers is "The Moon Is Blue" continuing at the Essaness Woods, going over $20,000 for the tenth consecutive week. Other strong holdovers are "The Stranger Wore a Gun" at the United Artists, with $18,000 in its second week, and "Gentlemen Prefer Blondes," piling up $26,000 in its sixth week at the Oriental.

On the disappointing side, the RKO Grand just barely topped $7,000 for the opening week of "Arena."

With "From Here to Eternity," "The Robe," "Bandwagon," "Martin Luther" and other strong product due to open here this month, grosses are expected to zoom to new highs in the first run theatres.

Worldwide Air Show For WB's 'Island'

HOLLYWOOD, Sept. 1.—Television and radio coverage girdling the globe has been set up by Warner Brothers for the world premiere Thursday night at the Hollywood Paramount Theatre of "Island in the Sky," which launches its local run at both Paramounts on that day.

With Larry Finley as master-of-ceremonies, the premiere, which is to be dedicated to the 50th anniversary of powered flight, will be telecast as a live show from the theatre foyer over KECA from 8:30 to 9:00 P. M. World-famous fliers, including aces of the Armed Forces and ranking test, airline and civilian pilots, will join with stars of entertainment in the premiere ceremonies.

Seven Rated 'A' in Latest Legion List

Seven pictures have been placed in Class A in the latest listing of the National Legion of Decency.

In Class A, Section 1, are "The All-American," "Mr. Scoutmaster," "Northern Patrol" and "Trail of the Arrow." Three films in Class A, Section 2 are "The Actress," "Clipped Wings" and "Plunder of the Sun."

Para. Branch Promotions

PHILADELPHIA, Sept. 1.—Ralph Garman, office manager and head booker of the Paramount branch here, has been named city salesman. He is a veteran of 33 years service with Paramount. Matthew Judge, booker, will take over Garman's previous position. Tony Lomonaco, shipper, has been designated a booker, while Steve Coppolo will become head shipper.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 46 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 3, 1953 TEN CENTS

Krim Says U.A. At High Point In Rebuilding

Benjamin Cites Firm's Achievements Abroad

Arthur B. Krim, president of United Artists, yesterday told the opening session of the company's three-day national sales meeting here that UA has reached a point in its rebuilding where it can now assure every exhibitor of an uninterrupted supply of top-quality independent productions, using every available film technique "and the talents of the foremost artists in the motion picture industry."

Arthur Krim

Krim and Robert S. Benjamin, chairman of the board of directors, delivered the keynote addresses at the

(*Continued on page* 5)

Chicago's Riot Act Is Used Effectively Against Hoodlums

CHICAGO, Sept. 2.—The City of Chicago finally is cracking down on hoodlums after a series of riots and gang fights in theatres and other places of business. In a "get tough" campaign, city law enforcement officials are resorting to use of the anti-riot act, which may be invoked against any two or more persons who "do an unlawful act, with force or violence, against the person or property of another with or without a

(*Continued on page* 4)

'IA' Victor in Dispute Over Projectionists

"Projectionists and cameramen of the beleaguered film industry, who up to now have met with only limited success at obtaining employment in television studios, were given new hope this week by the National Labor Relations Board, which handed down a decision somewhat altering its previous adverse policy in the matter," the IATSE stated here yesterday, ex-

(*Continued on page* 5)

1st Vistarama Film Shown Here Found To Be Impressive

By MURRAY HOROWITZ

The first Vistarama theatrical film, a travelogue, "Aloha Nui," was unveiled here at the RKO 86th Street Theatre yesterday, with impressive results.

The wide-screen in an aspect ratio of 2.5 to 1 rendered a panoramic view unobtainable with conventional films. There was sweep and movement, which brought this 11-minute featurette about Hawaii, above the ordinary classification of a travelogue. There were some minor defects, in this reviewer's opinion, regarding the brightness of some scenes. On the whole, however, it showed the anamorphic process off to good advantage. The film was in Eastman color. Stereophonic sound was utilized.

The screening was attended by such

(*Continued on page* 4)

Morgan Tells of New 3-D Cartoon Filming

Famous Studios, producers of Paramount Pictures cartoons, has developed a new camera technique for the production of 3-D cartoons, called "Stereotoon," Oscar Morgan, Paramount short subjects newsreel sales manager, disclosed here yesterday.

The new process, Morgan claimed, cuts months off what would be the normal production schedule. Morgan made these disclosures prior to the

(*Continued on page* 5)

Record Business Abroad For U. S. Product: Loew

CULVER CITY, Sept. 2.—Hollywood motion pictures are today reaching the greatest world-wide audience in history, with an unlimited future potentiality, according to Arthur M. Loew, president of Loew's International who, with key personel from his organization, is attending M-G-M's "See for Yourself" convention here, which is being hosted by studio head Dore Schary.

Arthur Loew

"M-G-M's all-time record-breaking business of 1952 abroad," Loew stated, "is being exceeded during the current year. It can be predicted without question, on the basis of the outstanding product we have seen at the studio, and audience enthusiasm for the wide screen abroad, that 1954 will top 1953."

Starting from a one-desk foreign "department," Loew has built Loew's International to its present position in the industry with 51 main offices and 72 branches in 54 countries, and a circuit of more than 40 showcase theatres in the foreign cities, servicing 30,000 accounts.

"The wide-screen," Loew stated, "has been an important stimulus. The panoramic screen has been installed in 75 per cent of Metro-controlled theatres abroad, with the remaining

(*Continued on page* 4)

COMPO SETS MEET HERE SEPT. 21-22

Closings Fewer Than Anticipated: Coyne

Fewer theatres have closed than was anticipated following President Eisenhower's "disapproval" of the Mason Bill, Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, reported here yesterday.

Coyne said that many theatres are hanging on, with their owners taking heart in the President's promise of tax relief. He added that COMPO is keeping a tabulation of closings as it had planned.

Reelect Matz Head Of W. Va. Allied

BLUEFIELD, W. Va., Sept. 2.—Max Matz of Bluefield was reelected president of the West Virginia Allied Theatres Association on the concluding day of a two-day convention held at the Matz Hotel here.

Other officers elected were Don Schultz, Fairmont, first vice-president; Donald Keesling, Bramwell, second vice-president; H. J. Gilbert, Jr., Princeton, secretary-treasurer; Rube Shor, Cincinnati, national direc-

(*Continued on page* 4)

To Map Policies on New Tax Campaign, Dues, And Other Projects

A general meeting of the Council of Motion Picture Organizations to map future policies regarding the tax campaign and other projects has been called for Sept. 21-22 here at the Hotel Astor.

On the same dates, concurrent meetings of the all-industry organization's executive committee, its board of directors, and its national tax campaign committee, will be held.

This was disclosed here yesterday following a meeting at the Hotel Astor of COMPO's triumvirate governing board, attended by Trueman Rembusch, Samuel Pinanski and William Gehring, representing Al Lichtman, the other member of the trio.

The September meeting, the first general session held since last December, will be divided into two principal sessions, it was stated.

The first will be an open meeting at

(*Continued on page* 4)

Vote Unanimously To Continue Texas COMPO Operations

DALLAS, Sept. 2.—A unanimous decision to continue the operations of Texas COMPO was reached at a meeting of the organization's board of directors here today.

However, cancellation of the Texas COMPO Conference which had been scheduled to be held late this month, will stand for this year but the Conference will be held next year "when suitable accommodations are available," the board announced.

The press department of the or-

(*Continued on page* 4)

RKO Theatres Begin 'Howard Campaign'

A business drive dedicated to Willim W. Howard, vice-president of RKO theatre operations, was launched here yesterday at the conclusion of a two-day meeting of RKO Theatres division managers.

Items discussed at the meetings included ways and means of stimulating business, the new screen and sound techniques and future film product, in-

(*Continued on page* 5)

Personal Mention

ERIC JOHNSTON, Motion Picture Association president, arrived in New York last night from Washington. He plans to remain here until the middle of next week.

•

William C. McCraw, of Variety Clubs International and Texas COMPO, is confined to a Dallas hospital for treatment.

•

Sid Braunberg, of J. Robert Rubin's legal department at M-G-M, has returned here from New England and upstate New York.

•

Loren L. Ryder, head of the Paramount studio technical department, has returned to Hollywood by plane from New York.

•

Stan Laurel and Oliver Hardy, veteran comedy team, accompanied by their wives, will sail for Europe today aboard the S.S. America.

•

Joseph A. Walsh, Paramount branch operations manager, will leave Atlanta this weekend for Memphis.

•

Arthur Freed, M-G-M producer, has left New York for Hollywood.

•

Vincente Minnelli, M-G-M director, will leave New York by train Saturday for the Coast.

Russell Leaves U-I Joins Schoenstadt

CHICAGO, Sept. 2.—Kermit Russell of the Universal-International sales staff here has resigned from the company to accept a position as head buyer and booker for the Schoenstadt circuit, which operates several theatres on the South Side here. Until his recent departure from the Schoenstadt organization the buying and booking were handled by Stanley Colberg, who also was general manager of the circuit. In the interim, Arthur Schoenstadt has been handling the film duties which will be taken over by Russell, a veteran of both distribution and exhibition here in Chicago.

Lippert Confabs Set For Distributors

HOLLYWOOD, Sept. 2.—Four regional meetings for all 28 Lippert Pictures distributors have been scheduled by general sales manager Arthur Greenblatt, to plan the sales policy for "Sins of Jezebel." The meetings will be held in Los Angeles Sept. 8-9; Chicago, 12-13; New Orleans, 14-15, and New York, 16-17.

Five New Companies File N. Y. Papers

ALBANY, N. Y., Sept. 2.—Articles of incorporation have been registered here for five amusement companies to do business in New York. They are: Terminal Amusement Corp., Tavern TV Corp., Ederal Corp., Nat Amusement Corp. and Pearson's, Inc.

Crosby Film Benefit For Overseas Club

The Overseas Press Club of America has appointed a committeee to sponsor the reserved seat premiere of Bing Crosby's Paramount film, "Little Boy Lost" at the Rivoli Theatre on Monday night, Sept. 21. All premiere proceeds will be donated to the organization's Memorial Building Fund to open a building in New York in honor of the 60 correspondents who lost their lives in covering World War II and the Korean conflict.

Clifford Stark, Chairman

J. Clifford Stark, vice-president of McGraw-Hill publications, and president of the Overseas Press Club is chairman. Other committee members include: Robert B. Considine, International News Service; Mrs. Considine; John Daly, AB-PT; Burnet Hershey, author and journalist; Richard de Rochemont, film producer; Larry Blochman, "Collier's Magazine" writer; Leonard Coulter, London "Daily Herald"; Judge N. F. Allman, journalist and author; A. Wilfred May, executive editor of the "Commercial and Financial Chronicle"; Murray Lewis; Joseph Rosapepe; Leonard Smith, and Gilbert Busch.

Tickets for the premiere are priced at $10 for orchestra, $5 for balcony and $25 for loge seats.

National Tribute To 20th's 'Robe'

Theatres across the country of Loew's, RKO, Skouras, Balaban & Katz and Great States circuits, as well as Brandt and Randforce here, plus hundreds of independent situations, will join with New York's first-run and neighborhood theatres in a salute to the premiere of 20th Century-Fox's "The Robe" on Sept. 16, at New York's Roxy Theatre.

At the moment when the first CinemaScope production will be shown to the public, participating theatres will simultaneously blink their marquee lights in the Navy's code signal for "Good Luck."

I.F.E. Names Press Contacts for Rome

Robert G. Edwards has been appointed head of the Rome public relations office of Italian Films Export. He will be assisted by Richard McNamara, who joined IFE last month following the resignation of David Hanna as Rome public relations representative for the company. Edwards heretofore has been assistant to E. R. Zorgniotti, IFE executive vice-president, in New York.

Alicoate Heads Guild Films Sales

Jack Alicoate, former motion picture publicist and more recently in the television film field, has been named head of sales for Guild Films by Rube Conklin, company topper.

Alicoate's appointment is in line with expansion of the company's sales force throughout the country, now under way.

'53 Christmas Seal Trailer from Para.

The 1953 Christmas Seal trailer for the National Tuberculosis Association, starring Rosemary Clooney, has been completed by Paramount in Hollywood. Miss Clooney sings the Christmas Seal song, Rodgers' and Hammerstein's "Happy Christmas, Little Friend."

Phil Pemberton, in charge of trailer production at Paramount, produced the trailer for the NTA and its 3,000 affiliates. Music was arranged and conducted by Buddy Cole. The trailer is to be released to theatres during the Christmas Seal sale, to be conducted from Nov. 16 through Dec. 31.

Allied Artists Sales Drive Starts Nov. 6

Allied Artists will hold a branch managers' sales drive during the 13-week period beginning Nov. 6 and ending Jan. 29, reports AA sales vice-president Morey Goldstein. The drive conducted by each branch will be named in honor of the branch manager. The company's 30 domestic exchanges have been divided into three groups for the drive; the winning branch manager of each group will receive a prize of $1,500, and his salesmen and bookers will receive two weeks' salary. The runner-up branch manager in each group will receive $500, and one week's salary will be given to his salesmen and bookers. An award of $250 will be given to the branch manager in each group that finishes third.

Additionally, first, second and third prizes of $500, $300 and $200, respectively, will be given the branches turning in the best performances on the "Little Rascals" one- and two-reel comedies.

$500,000 More Is Remitted By Brazil

Another $500,000 has been received by American film companies from Brazil in payment of Brazil's estimated $15,000,000 in blocked funds.

The second installment, it was stated, brings the total paid by Brazil to about $1,800,000. Meanwhile, a meeting of the Motion Picture Export Association board has been scheduled for tomorrow with the agenda calling for a discussion of the situations in Holland and Belgium and the proposed compensation deal in Italy, on which Sidney Schreiber, MPEA attorney, has been working in Rome.

Powell to Direct A Play

HOLLYWOOD, Sept. 2.—Dick Powell, who heads an independent production unit at RKO Radio, is taking a five-weeks leave-of-absence to direct the next Paul Gregory-Charles Laughton stage production, "Caine Mutiny Court Martial." Powell reports opening rehearsals on Sept. 15. Henry Fonda, John Hodiak and Lloyd Nolan will head a company of 15 players engaged for the drama.

'Al Lichtman Drive' Brings Flood of Extra Bookings

Twentieth Century-Fox's division managers, sectionally leading the field's "Al Lichtman Testimonial," reported yesterday to executive assistant general sales manager W. C. Gehring that 783 women at the company's 38 branches in the United States and Canada had directly been instrumental in placing on the booking books a total of 13,688 extra playdates on short subject releases for the five weeks of the testimonial.

These extra bookings brought the five-week totals on the 38 branches' books for the five-week period to 67,873 on the Terrytoon and 14,338 on the Movietone single-reel subjects. Movietone bookings for the five weeks were 41.3 per cent above the weekly average. Terryton bookings were 21.3 per cent above the weekly par.

'Moon' Briefs Asked In Philadelphia Case

PHILADELPHIA, Sept. 2.—Federal District Court Judge William Kirkpatrick has asked for briefs by Sept. 9 from attorneys of United Artists and Ormond Theatres, the latter operating the Studio Theatre here, which has sought an injunction to prevent the showing of "The Moon Is Blue" at the Trans-Lux Theatre after having given the "best paper bid" for the picture.

Max A. Goldberg, head of Ormond, had maintained that the film should have been awarded to the highest bidder, but the distributor insisted that "surrounding circumstances" should be, and were, taken into consideration in booking the feature.

26 'Melba' Bookings For Loew's Circuit

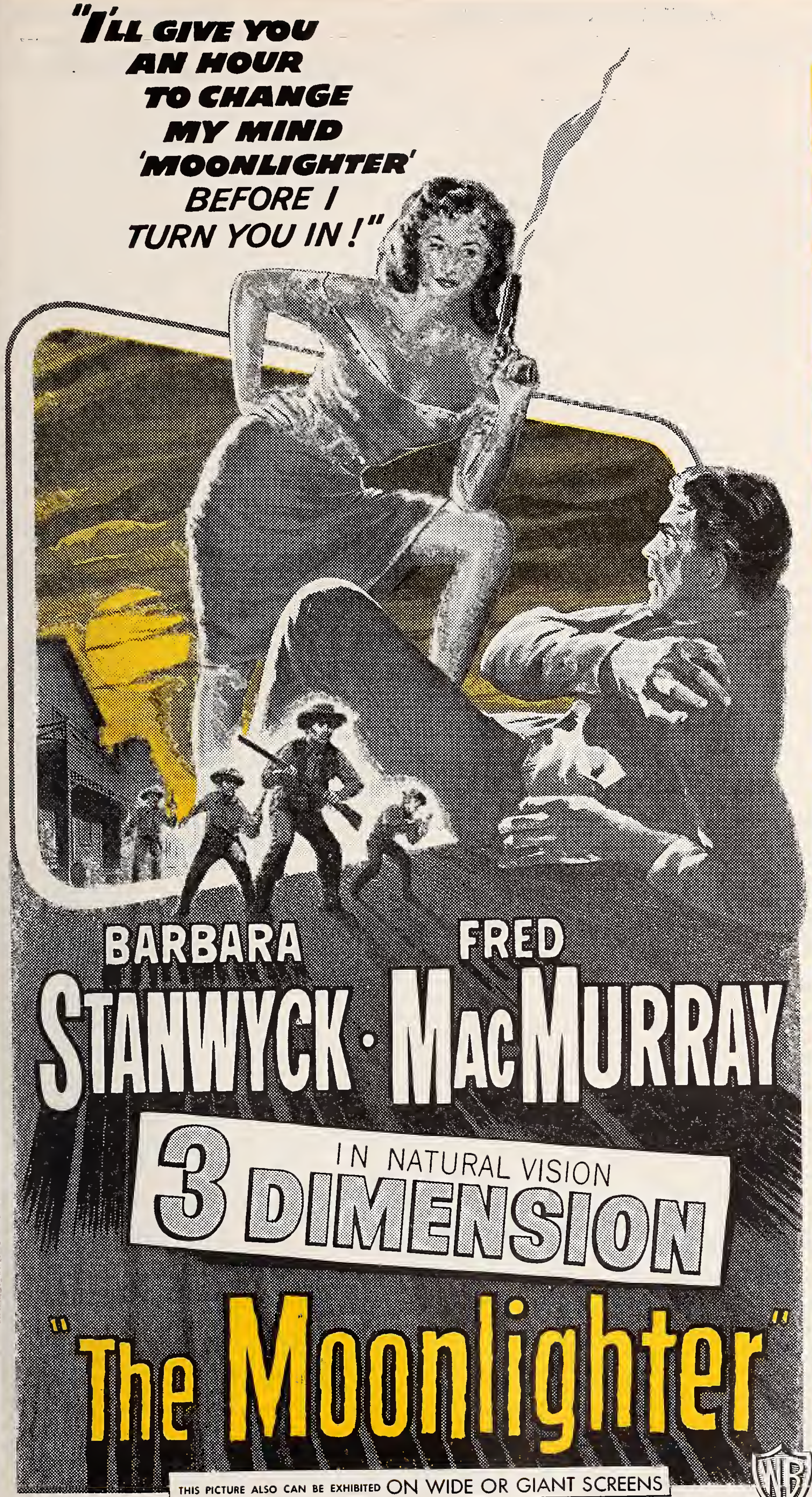
S. P. Eagle's "Melba" has been booked throughout the national Loew's circuit in late September and October, it was disclosed here yesterday by William J. Heineman, United Artists vice-president in charge of distribution.

Twenty-six Loew's bookings from Sept. 24 to Oct. 29 have been signed for Buffalo, Rochester, Syracuse, Niagara Falls, Boston, Pittsburgh, Harrisburg, Reading, Akron, Canton, Dayton, Columbus, Toledo, Cleveland, Wilmington, Norfolk, Richmond, Nashville, Louisville, Atlanta, New Orleans, Houston, St. Louis, Evansville, Toronto and London, Ont.

Union May Halt Shows

PHILADELPHIA, Sept. 2.—Stage shows at the Carman Theatre here may be discontinued by William I. Greenfield, manager, as the result of demands made by the musicians' union, which is asking for an increase of two in orchestra personnel, a 15 per cent increase in pay and a guarantee of a year's employment. Greenfield states that, with the exception of the first demand, he cannot meet these terms. The current contract expires on Saturday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


"I'LL GIVE YOU AN HOUR TO CHANGE MY MIND 'MOONLIGHTER' BEFORE I TURN YOU IN!"

THIS WEEK THE STANLEY ATLANTIC CITY, THE GLOBE NEW YORK, THE SHERIDAN AND THE PARAMOUNT IN MIAMI GET THE BIG-STAR, BIG-STORY 3D THRILL!

BARBARA **STANWYCK** · FRED **MACMURRAY**

3 DIMENSION
IN NATURAL VISION

"The Moonlighter"

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS

WB

WITH WARD BOND · WILLIAM CHING AND JOHN DIERKES · MORRIS ANKRUM · JACK ELAM · CHARLES HALTON · NORMAN LEAVITT · SAM FLINT · MYRA MARSH STORY AND SCREEN PLAY BY NIVEN BUSCH

PRODUCED BY JOSEPH BERNHARD · DIRECTED BY ROY ROWLAND · DISTRIBUTED BY WARNER BROS.

Arthur Loew

(Continued from page 1)

25 per cent to be equipped with wide-screen by the end of this month."

The wide-screen, according to Loew, has created a sensation wherever it has been introduced, most recently in Stockholm, Sweden; Alexandria, Egypt; Durban, South Africa; Calcutta, India, and Montevideo, Uruguay, among other key cities. Six months ago, Loew's International started to prepare for wide-screen presentation. He feels that stereophonic sound will add another dimension in attracting an ever-increasing audience.

"Variety Important"

"Variety is an important factor in showmanship," Loew said, "with these innovations contributing to audience interest. While our organization has been kept constantly informed of the new processes, there is much confusion abroad. Many have felt that the wide-screen was merely a novelty. In this, I am not in agreement. There is no question in my mind but that the wide-screen is a major contribution to the dramatic effect of a film.

In discussing the tremendous increase in business abroad, Loew stated that "while 'Gone with the Wind' remains the top all-time grossing picture, 'Quo Vadis' is a close second with 'Ivanhoe' third among pictures released by all companies."

Among the new markets which have recently developed rapidly, Germany and Japan are outstanding.

Sees Language Vital

Loew pointed out that while population-wise the potential audience for Hollywood pictures is unlimited, language still remains a key barrier. To combat this, Loew was the first to open synchronization studios in Paris, Rome, Barcelona and Frankfort. On pictures which are titled in foreign languages, work was started months ago to adapt them with wide-screen dimensions in mind.

W. V. Allied

(Continued from page 1)

tor; H. J. Gilbert, Sr., Princeton, alternate. Directors elected were Shor, chairman; E. R. Custer, Charleston; C. D. Crawford, Jr., Beckley; Ross Filson, Point Pleasant; Joseph Buffa, Mount Hope; Woodrow Thomas, Oak Hill; Roy Letsinger, Amherstdale; G. B. Lively, Huntington; Joseph Raad, Salem; L. E. Rogers, Jr., Welch; Lester Rosenfeld, St. Albans, and Louis Shore, Williams.

The convention heard A. F. Myers, Allied chairman, detail the tax fight and possibilities and plans for renewing it. A resolution was passed expressing appreciation of the efforts of H. J. Gilbert, Sr., as state COMPO chairman. Another resolution commended the courage and skill of Rube Shor in presenting to the Senate Small Business committee the objection of exhibitors to fixing of admission prices by distributors. A resolution expressed the appreciation of the membership to West Virginia Senators and the Congressional delegation for their efforts in behalf of the Mason Bill and expressed hope that they will continue to support repeal at the next session of Congress. The convention also expressed sorrow over the serious illness of Lester Rosenfeld of St. Albans and Tony Cassinelli of Mullens.

COMPO Sets Meet

(Continued from page 1)

which time the triumvirate and leaders of the national tax campaign committee will report on their past operations.

This will be followed by an executive session to conduct COMPO business, taking in the tax campaign and future COMPO policies.

Rembusch maintained that criticism for President Eisenhower's action should not be directed at the President, but at the Treasury Department which claimed it would be "inconvenient" to lift the admission tax now. It was the Treasury Department's position which prevailed, it was pointed out.

Pinanski also hit at the conception that the motion picture industry is a "busted industry." The Chase National Bank, he declared, could not stay in business if it had a similar 20 per cent tax.

Also attending yesterday's meeting were Herman Robbins, COMPO treasurer; Harold Saxe, comptroller, and Sam Shain of COMPO.

Asked if the general meeting may select a new governing triumvirate or a new COMPO president, Coyne said that such a matter can come up for action, but need not. He pointed out that the December meeting re-elected the triumvirate for another year.

Robbins, who also attended yesterday's press conference following the meeting, said that he would fully report on COMPO's financial situation at the Sept. 21-22 meeting. The board, he added, will have to take up the matter of the collection of dues.

Robert W. Coyne, special counsel, who attended yesterday's meeting of the triumvirate, estimated that at least 70 delegates will be present for the Sept. 21-22 session, including the 24 delegates on COMPO's executive committee. The working agenda for the two-day meet will be evolved by the governing triumvirate the night before the sessions get under way.

Want Fight Continued

Coyne, Pinanski, Rembusch and Gehring expressed their belief that the fight to eliminate the 20 per cent Federal admission tax should be continued. It was pointed out, however, that the decision to go ahead with the tax campaign should be made by COMPO's membership as the organization's policy making body. The triumvirate, it was added, desires to report on its stewardship. For these and other reasons, a general membership meeting has been called, it was stated.

Pinanski, commenting on the tax fight which saw the Mason Bill eliminating the admission tax pass both Houses of Congress only to be killed by President Eisenhower's "disapproval," said that many valuable lessons had been learned during the course of the campaign. He listed these as the industry unity achieved, the strength of "grass root" sentiment, and the fine reputation enjoyed by the industry among legislators. "As an individual," he said, "I recommend that a job well done is worth pursuing until its ultimate conclusion." Similar sentiments were expressed by Rembusch, Gehring and Coyne.

Vistarama Film

(Continued from page 1)

industry figures as Samuel Goldwyn, Sol Schwartz, president of RKO Theatres, Harry Cohn, president of Columbia, Edward Hyman, vice-president of American Broadcasting-Paramount Theatres, and others.

Carl Dudley, president of Vistarama, said that he has made many deals for the use of the Vistarama process in the foreign market, including Germany, Mexico, Italy, Spain, Austria and Switzerland. In these deals, he said, he guarantees the availability of anamorphic shooting lenses to producers and promises projection lenses when available. He declined to state the cost to producers, foreign or domestic, for the licensing of Vistarama lenses, explaining though that the deals are on "a realistic basis." At present, he said, Vistarama has no plans to mass produce projection lenses. Dudley, incidentally, offered his opinion that the price charged by 20th Century-Fox for its CinemaScope anamorphic lens is "fair."

Fawcett Publishing WB's 'Hondo' Story

In the largest initial printing of an outdoor story by Gold Medal Books, 320,000 copies of "Hondo" will be on the newsstands nationwide during the first week in November.

Arrangements for publication of the story in book form were made by Wayne-Fellows and Fawcett Publications. The Wayne-Fellows organization produced "Hondo" for Warner Brothers. It is based on a "Collier's Magazine" story by Louis L'Amour.

Hoodlums Hit

(Continued from page 1)

common cause or quarrel, or do a lawful act in a violent or tumultuous manner."

The anti-riot law provides for a maximum penalty of a $200 fine or six months in jail or both.

Five of the youths who were involved in rioting at the Vogue Theatre Sunday night have been given jail sentences ranging from 30 days to six months, two have been sent to the juvenile home, one was jailed for only three days to enable him to return to his Army post at the end of his furlough, one was placed on probation, and one was acquitted.

Judge Jacob M. Braude, who sentenced the Vogue Theatre rioters, said in handing down his decision "We cannot allow the law of the jungle to operate on the streets of Chicago."

Business Is Down 30% in Mexico

MEXICO CITY, Sept. 2.—Local exhibitors are complaining about poor business. It is 30 per cent lower than what they were doing this time last year. The drop is attributed to a prolonged drought—the worst Mexico has suffered in nearly a century—and the general economic depression which the Confederation of Chambers of Commerce says has cut retail sales 36 per cent and bankrupted many small stores and factories.

Exhibitors here say that only very strong pictures, such as "Moulin Rouge," "The Quiet Man," "Limelight" and the Italian film, "Tomorrow Is Too Late," are drawing.

Texas COMPO

(Continued from page 1)

ganization, discontinued two weeks ago, was ordered reinstated immediately. The department is headed by Kyle Rorex.

With full support pledged by all major circuits in the area, and all of the independent exhibitors thus far contacted, Texas COMPO will embark on a comprehensive program of activities designed to improve both intra-industry and public relations, it was stated.

Two weeks ago it was announced that Texas COMPO would be dissolved as of Oct. 1 "for economic reasons." Support of the organization from within and without the state, including protests against its disbandment, are understood to have brought about the board's unanimous decision today to retain and reactivate Texas COMPO on an even broader basis than heretofore.

O'Donnell Presides

R. J. O'Donnell presided at today's meeting. Other members of the executive board are: Karl Hoblitzelle, Interstate Circuit; Col. H. A. Cole, Texas Allied; Edward H. Rowley, Rowley United Theatres; H. J. Griffith, Theatre Enterprises; Henry Griffing, Video Independent Theatres; Claude Ezell, Ezell and Associates; Phil Isley, Isley Theatres; Julius Gordon, Jefferson Amusement Co.; Preston Smith, Texas Drive-In Theatre Owners Association; Henry Reeve, Theatre Owners of Texas, and Paul Short, National Screen Service divisional manager and representing the executive board of Texas COMPO.

CinemaScope for 21 FPC Engagements

An agreement calling for 20th Century-Fox's CinemaScope production of "The Robe" to open in every key city of Canada in October and November has been concluded between the company and Famous Players Canadian Corp.

The contract for 21 initial openings was negotiated by J. J. Fitzgibbons, president and managing director of Famous Players; Ben Geldsaler, the circuit's chief film buyer; Arthur Silverstone, 20th Century-Fox's Eastern-Canadian sales manager, and Peter Myers, 20th's Canadian sales manager.

The first CinemaScope production will be opened in premiere fashion in every Famous Players first-run from Vancouver to St. John, starting some four weeks after the world premiere in New York on Sept. 16.

New SOS Catalog

S.O.S. Cinema Supply Corp. this month will issue a new illustrated catalog outlining recent additions to the company's line of products for production, lighting, recording, previewing, editing, printing and processing. It will be the largest catalog the company has issued.

Honor Piper Laurie

Piper Laurie, starred with Rock Hudson in Universal-International's "The Golden Blade," in color by Technicolor, has been chosen "Redhead of the Year," in the first of a series of annual selections by the National Organization of Redheads.

Krim Says

(*Continued from page 1*)

sales conference in UA's home office, which is being attended by United Artists' top executives and sales chiefs of every district in the United States and Canada.

Company Officials to Speak

Speakers listed for the session this morning are: William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president, and B. G. Kranze, general sales manager. This afternoon, the conference will hear from Milton E. Cohen, Eastern division manager; James Velde, Western division manager, and representatives of independent producers releasing films through United Artists. Producers' representatives attending are: George Schaefer, David (Skip) Weshner, James Mulvey, Seymour Poe, Edward Peskay and Bernard M. Kamber.

Krim declared: "For two and a half years, we have been working together to discharge an obligation. That obligation has been to restore United Artists to the great tradition of its founders by creating an organization that would attract the leading artists in our industry, working in the independent field. We pledged to ourselves and to the industry as a whole that United Artists would become the releasing agency in which all independents could have confidence."

"Look at the Names"

After pointing to the fact that forthcoming United Artists releases make use of all processes—3-D, 2-D, color, wide-screen, CinemaScope and stereophonic sound—Krim said: "Now, look at a few of the names on our list: Mankiewicz, Huston, Kazan, Litvak, Rossen, Bogart, Peck, Cooper, Lancaster, Flynn, Kirk Douglas, Jennifer Jones. It is a list which compares with the greatest United Artists names of the past.

"That is the proof," Krim said, "that we have received a vote of confidence from the independents. In turn, we can offer to independents, among other things, a new program of assistance in obtaining financing for their films, as well as our active participation and help in arranging production packages. On the other hand, we can assure every exhibitor that United Artists can be counted on to supply, uninterruptedly, films that are the handiwork of the outstanding artists in the independent field."

In his companion keynote statement to the opening session, Benjamin discussed the world-wide success achieved by the company and its continued expansion.

"More and more, overseas as well as in our own country," the board chairman declared, "United Artists is being looked to for the finest productions, using every available film form."

Reporting on the month-long tour of Great Britain and Europe from which he returned last week, Benjamin said: "The first days of my visit were spent at the convention in London, where representatives of our company from 17 countries were present. That this was the first inter-continental convention in United Artists history reveals, I believe, that our international operations have reached a new high point of achievement."

Benjamin paid tribute to the work of United Artists' foreign organization, headed by vice-president Arnold M. Picker.

"United Artists," Benjamin said, "is a world-wide company. But the total success of its far-flung operations depends on its success in every branch everywhere in the world. I am certain that all of us will live up to our added responsibilities."

First Speeches in 2 Years

Krim's and Benjamin's addresses were the first they had made to a national sales meeting since May, 1951, when a national convention was held in Chicago following the installation of the present management.

Review

"Project Moonbase"

(*Lippert*) *Hollywood, Sept. 2*

PRODUCER Jack Seaman's and director Richard Talmadge's "Project Moonbase," is, as the title would indicate, a science-fiction contribution to that ever-growing phase of motion picture production. It is a fairly interesting tale, told very simply and in that vein outlines all phases of its treatment of life and aviation, and such, in a very clear fashion.

The story and screenplay by Robert Heinlein and Jack Seaman opens in 1970 when the United States, under a woman president, and with women serving as Air Force pilots on even terms with men, has established a space-station midway between the earth and the moon, and the next step in the country's defense plans is a flight around the moon for the purpose of photographing the far side of it in preparation for ultimate establishment of the moonbase mentioned in the title. Donna Martell plays Colonel Briteis who pilots the rocket sent out on the mission, and Ross Ford, a former suitor of hers who is jealous of her rank, goes along as co-pilot.

An enemy of the government, masquerading as a scientist assigned as photographer, tries to sabotage the project but is outwitted and meets accidental death after a forced landing on the moon. Communication with earth is established, in a form combining the best features of radio and television, and the picture ends with pilot and co-pilot in an interplanetary wedding ceremony. It is a Galaxy Pictures, Inc., production.

Others in the cast are Ross Ford, Larry Johns, Herb Jacobs, Barbara Morrison, Ernestine Barrier, James Craven, John Bedloe, Peter Adams, Robert Karnes, John Straub, Charles Keane, John Tomecko and Robert Paltz.

Running time, 63 minutes. General audience classification. September release.

Morgan Tells

(*Continued from page 1*)

trade screening of Paramount's first 3-D short, "Popeye—The Ace of Space."

"I won't attempt to prophesy the future of third dimension pictures," Morgan said, "but Paramount expects to produce 3-D subjects in accordance with the public demand." He added that Famous Studios already has the second 3-D cartoon in production, "Casper—the Friendly Ghost." He expressed the opinion that 3-D cartoons and short subjects can supply a "real kick" to any theatre program. Regarding the Popeye series, Morgan estimated that the 200 Popeye shorts in the last 20 years have grossed $10,000,000.

"'Popeye—the Ace of Space,'" he said, has been shot in a 1.66 to 1 aspect ratio to accommodate theatres with new wide-screens. Without impairing the picture, he added, it can be shown up to 1.85 to 1.

Luncheon for McCarthy

HARTFORD, Sept. 2. — Harry Feinstein, Stanley Warner zone manager, today played host to members of Hartford press and radio representatives at a luncheon to introduce James F. McCarthy, formerly manager of the S-W Strand, Hartford. As the circuit's new Connecticut district manager, McCarthy succeeds the late John Hesse.

RKO Theatres

(*Continued from page 1*)

cluding the first engagements of "The Robe" and "From Here to Eternity."

Sol A. Schwartz, president of RKO Theatres, and Howard participated in the discussions.

"The RKO Theatres' William W. Howard Drive" starts immediately, and each division manager will participate according to his own plans, it was stated.

Division managers who attended the home office conclave were Millroy Anderson, Los Angeles; Harry Weiss, Minneapolis; Jerome Shinbach, Chicago; Jay Golden, Rochester; Russ Emde, Washington; Ed Sniderman, Trenton, and Michael Edelstein, Sigurd Wexo, Charles Oelreich and John Hearns from Metropolitan New York.

RKO Theatres' Managers Hear Details on "The Robe"

Promotional campaigns for "The Robe" covering initial openings in Boston, Cincinnati and Dayton were discussed here yesterday by Rodney Bush, exploitation manager of 20th Century-Fox, at a meeting of RKO Theatres division managers at the circuit's home office.

The first CinemaScope production is scheduled to bow at the Memorial Theatre, Boston, Oct. 7; Albee Theatre, Cincinnati, Oct. 15, and the Keith, Dayton, on Oct. 29.

Greenlaw and Rieg Promoted by EK

ROCHESTER, N. Y., Sept. 2.—David S. Greenlaw has been named assistant director in the color technology division of Eastman Kodak here, and George H. Rieg has been designated assistant superintendent of the Kodacolor processing division by Ivar N. Hultman, vice-president and general manager of the Kodak Park plant.

Greenlaw has been with Kodak since 1940, with some time out for war service. Rieg joined the company in 1936 in research, transferring to Kodacolor in 1940.

IATSE

(*Continued from page 1*)

plaining that the new ruling, "hailed as a victory by the IATSE, concerns the set-up of voting units, for collective-bargaining purposes, at television station WXEL in Cleveland.

Heretofore, in establishing such units, the NLRB has lumped the projectionists and video cameramen in with electronic engineers, who traditionally have had their own union representation. As a result, these craftsmen, whose work is almost identical in films and television, have been outvoted and their group has been placed at a disadvantage when it comes to filling future jobs.

Opposed by NABET

The board now has ruled for the first time that projectionists and electronic cameramen, along with microphone boom men, under the type of operation carried on by station WXEL, properly belong in the program unit, made up of employes who put on the shows. In this sphere, the IATSE said it long has been predominant—in television as well as in stage and screen work.

The IATSE petition, seeking classification with the program group, was opposed by the National Association of Broadcast Engineers and Technicians, which sought to have the projectionists, cameramen and mike boom men classified with the engineering unit, as in the past. The board found that the Cleveland station, unlike certain others, already had these employes definitely aligned with the program department. The decision also noted the contention of IATSE attorney Harold P. Spivak that there is a trend, especially among unaffiliated stations, away from using such craftsmen on engineering duties.

"Homogeneous Group"

Finding further that these employes at station WXEL, unlike engineers, do not utilize electronic skills or have Federal Communications Commission licenses, the board declared: "We are convinced that the studio crewmen and projectionists, with the other program employes mentioned (newsreel cameramen, art designers, scenic designers and floor managers) constitute a homogeneous group which may, if the employes so desire, be represented apart from the engineers."

It was specified that elections to choose collective-bargaining representatives for the two units established shall take place prior to Sept. 28.

Admission Tax Total Rising in Chicago

CHICAGO, Sept. 2.—This city's 3 per cent amusement tax collections continued on the upbeat here, as August collections from theatres, on July receipts, rose to $91,415.94 from $84,130.81 the previous month, with the increase over last August's collections, which totalled $75,496.85, topping 20 per cent.

Collections from theatres so far this year total $694,404.60, roughly 5 per cent higher than collections of $664,720.66 for the corresponding period of 1952. The City Tax Collector's office attributes the rise mainly to 3-D, which touched off a series of price increases in downtown and neighborhood theatres.

September collections, on August receipts, are expected to be even higher.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 19		(July Releases) LET'S DO IT AGAIN (Color) Jane Wyman Ray Milland C—95 min. (Rev. 6/17/53) THE LAST POSSE Broderick Crawford Barbara Hale O—73 min. (Rev. 6/19/53) FLAME OF CALCUTTA (Color) Denise Darcel Patric Knowles D—70 min. (Rev. 6/25/53) PACK TRAIN Gene Autry O—57 min. (Rev. 7/2/53)						(July Releases) WHITE WITCH DOCTOR (Color) Susan Hayward Robert Mitchum D—96 min. (324) (Rev. 6/16/53) THE GLORY BRIGADE Victor Mature D—82 min. (323) (Rev. 5/22/53) THE FARMER TAKES A WIFE (Color) Betty Grable M—81 min. (307) (Rev. 4/22/53) THE KID FROM LEFT FIELD Dan Dailey D—80 min. (325) (Rev. 7/17/53) (Re-Releases) ROAD HOUSE Richard Widmark D—95 min. (355) (Rev. 9/22/48) KISS OF DEATH Richard Widmark D—98 min. (354) (Rev. 8/14/47)	(Wesley Ruggles) MY HEART GOES CRAZY (Color) Sid Field M—70 min. (Rev. 7/31/53)	(July Releases) FRANCIS COVERS THE BIG TOWN Donald O'Connor C—86 min. (324) (Rev. 6/11/53) ALL I DESIRE Barbara Stanwyck Richard Carlson D—79½ min. (325) (Rev. 6/19/53) THE GREAT SIOUX UPRISING (Color) Jeff Chandler Faith Domergue O—80 min. (326) (Rev. 7/2/53)	
July 26	(3-D) THE MAZE Richard Carlson Veronica Hurst D—81 min. (3101) (Rev. 7/8/53)			MAIN STREET TO BROADWAY Mary Murphy Tom Morton CD—98 min. (Rev. 7/30/45)	(July Releases) HOUDINI (Color) Tony Curtis Janet Leigh D—106 min. (5223) (Rev. 5/20/53) STALAG 17 William Holden Don Taylor D—120 min. (5224) (Rev. 5/6/53)		(3-D) SECOND CHANCE (Color) Robert Mitchum Linda Darnell D—82 min. (Rev. 7/10/53)		(Global Prods.) GUN BELT (Color) George Montgomery O—77 min. (Rev. 7/2/53) (Sol Lesser) VICE SQUAD Edw. G. Robinson D—87 min. (Rev. 7/9/53) (Mackenzie-Freed) NO ESCAPE Lew Ayres (Rev. 8/3/53)		
Aug. 2			SPACEWAYS Howard Duff Eva Bartok D—76 min. (5301) (Rev. 7/6/53)	THE BAND WAGON (Color) Fred Astaire Cyd Charisse MC—112 min. (345) (Rev. 7/7/53)		DOWN LAREDO WAY Rex Allen O—54 min. (5232) (Rev. 8/24/53)			(S. P. Eagle) MELBA (Color) Patrice Munsel M—113 min. (Rev. 6/24/53)		
Aug. 9	TOPEKA Wild Bill Elliott O—69 min. (5325)	(Aug. Releases) THE 5,000 FINGERS OF DR. T (Color) Peter Lind Hayes Mary Healy C—88 min. (Rev. 6/16/53) CRUISIN' DOWN THE RIVER (Color) Dick Haymes M—81 min. (Rev. 7/17/53) MISSION OVER KOREA John Hodiak John Derek D—86 min. (Rev. 7/23/53) VALLEY OF HEAD HUNTERS Johnny Weissmuller D—67 min. (Rev. 7/24/53) (3-D) THE STRANGER WORE A GUN (Color) Randolph Scott O—83 min. (Rev. 8/10/53)		THE AFFAIRS OF DOBIE GILLIS Debbie Reynolds C—73 min. (346) (Rev. 6/3/53)		BANDITS OF THE WEST Alan "Rocky" Lane O—54 min. (5243) (Rev. 8/21/53)	(Re-Releases) STAGE DOOR Katherine Hepburn D—92 min. (Rev. 9/9/37) WITHOUT RESERVATIONS Claudette Colbert C—107 min. (Rev. 5/8/46)		(Craftsman Prods.) CAPTAIN SCARLETT (Color) Richard Greene D—75 min.	(Aug. Releases) THUNDER BAY (Color) James Stewart Joanne Dru D—103 min. (327) (Rev. 5/5/53) THE MAN FROM THE ALAMO Glenn Ford Julia Adams OD—79 min. (328) (Rev. 7/16/53) ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE Bud Abbott Lou Cosello C—77 min. (329) (Rev. 7/24/53) (J. Arthur Rank) THE CRUEL SEA Jack Hawkins D—121 min. (Rev. 8/5/53)	THE MASTER OF BALLANTRAE (Color) Errol Flynn D—89 min. (225) (Rev. 7/17/53)
Aug. 16				BIG LEAGUER Edward G. Robinson Vera Ellen D—71 min. (347) (Rev. 7/17/53)		CHAMP FOR A DAY Alex Nicol Audrey Totter D—90 min. (5211)	(Disney) THE SWORD AND THE ROSE Richard Todd D—92 min. (491) (Rev. 7/2/53)	(Aug. Releases) (3-D) INFERNO (Color) Rhonda Fleming Wm. Lundigan D—83 min. (329) (Rev. 7/17/53) GENTLEMEN PREFER BLONDES (Color) Jane Russell Marilyn Monroe MC—91 min. (326) (Rev. 6/26/53) DANGEROUS CROSSING Jeanne Crain Michael Rennie D—75 min. (330) (Rev. 7/23/53) SAILOR OF THE KING Jeffrey Hunter Michael Rennie D—83 min. (327) (Rev. 7/14/53)	(3-D) (Victor Saville) I, THE JURY Biff Elliot D—87 min. (Rev. 7/21/53)		
Aug. 23	AFFAIR IN MONTE CARLO (Color) Merle Oberon Richard Todd CD—75 min. (5307)			LATIN LOVERS (Color) Lana Turner C—104 min. (348) (Rev. 7/21/53)	(Aug. Releases) SHANE (Color) Alan Ladd Jean Arthur OD—117 min. (5225) (Rev. 4/13/53) ARROWHEAD (Color) Charlton Heston Jack Palance O—105 min. (5227) (Rev. 6/17/53)		(3-D) DEVIL'S CANYON (Color) Virginia Mayo Dale Robertson OD—92 min. (Rev. 8/14/53)		(Renown) THE GAY ADVENTURE Burgess Meredith CD—82 in.		SO THIS IS LOVE (Color) Kathryn Grayson DM—101 min. (226) (Rev. 7/17/53)
Aug. 30	CLIPPED WINGS Leo Gorcey C—65 min. (5320)		PROJECT MOON BASE Donna Martell D (5315)	HALF A HERO Red Skelton CD—71 min. (Rev. 7/30/53)		-			(Howard W. Koch) WAR PAINT (Color) Robert Stack O—89 min. (Rev. 7/7/53)		(Wayne-Fellows) ISLAND IN THE SKY John Wayne D—109 min. (301) (Rev. 8/10/53)
Sept. 6	(Re-Release) ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)	(Sept. Releases) FROM HERE TO ETERNITY Montgomery Clift Burt Lancaster D—118 min. (Rev. 7/29/53) CHINA VENTURE Edmund O'Brien Barry Sullivan D—83 min. (Rev. 8/28/53) CONQUEST OF COCHISE (Color) John Hodiak OD—70 min. (Rev. 8/21/53) SKY COMMANDO Dan Duryea D—69 min. (Rev. 8/21/53) SAGINAW TRAIL Gene Autry O—56 min. (Rev. 8/28/53)	NORMAN CONQUEST Tom Conway Eva Bartok D (5303)			EL PASO STAMPEDE Alan "Rocky" Lane O	(Re-Release) TOP HAT Fred Astaire Ginger Rogers MC—81 min.	(Sept. Releases) CITY OF BAD MEN (Color) Jeanne Crain Dale Robertson OD—82 min. (Rev. 6/22/53) A BLUEPRINT FOR MURDER Joseph Cotten Jean Peters D—76 min. (Rev. 7/28/53) MR. SCOUTMASTER Clifton Webb C—87 min. (Rev. 9/20/53) (Re-Releases) BROKEN ARROW (Color) James Stewart OD—93 min. (Rev. 6/12/50) I WAS A MALE WAR BRIDE Cary Grant C—105 min. (Rev. 8/10/49)	(Carl Krueger) SABRE JET (Color) Robert Stack D	(Sept. Releases) (3-D) WINGS OF THE HAWK (Color) Van Heflin Julia Adams OD (330) THE STAND AT APACHE RIVER (Color) Stephen McNally OD—77 min. (331) (Rev. 8/11/53) THE GOLDEN BLADE (Color) Rock Hudson Piper Laurie D—81 min (332) (Rev. 8/21/53)	(Wayne-Fellows) PLUNDER OF THE SUN Glenn Ford D—82 min. (224) (Rev. 8/6/53)
Sept. 13	MEXICAN MANHUNT George Brent D (5317)—71 min.		SHADOW MAN Cesar Romero D (5316) (Re-Release) THE IRON MASK Douglas Fairbanks D (5313)	TERROR ON A TRAIN Glenn Ford D—72 min. (Rev. 7/15/53)	(Sept. Releases) ROMAN HOLIDAY Gregory Peck Audrey Hepburn CD—120 min. (5228) (Rev. 6/30/53) THE CADDY Dean Martin Jerry Lewis C—95 min. (Rev. 8/4/53)		(Re-Release) SUSPICION Cary Grant Joan Fontaine D—		(Edw. Small) 99 RIVER STREET John Payne Evelyn Keyes D—83 min.		(3-D) THE MOONLIGHTER Barbara Stanwyck Fred MacMurray D—77 min. (303)
Sept. 20			(Re-Release) MR. ROBINSON CRUSOE Douglas Fairbanks D (5314) SINS OF JEZEBEL (Anscocolor) Paulette Goddard D (5225)	THE ACTRESS Spencer Tracy Jean Simmons D—90 min. (Rev. 8/4/53)			MARRY ME AGAIN Marie Wilson Robert Cummings C—		(Steven Pallos) THE FAKE Dennis O'Keefe Coleen Gray D—80 min.		THE BEGGAR'S OPERA Laurence Olivier D— (Rev. 8/25/53)
Sept. 27	ROYAL AFRICAN RIFLES (Color) D—76 min. (1954-55)	(Re-Release) THE UNTAMED BREED Sonny Tufts O—79 min. (Rev. 12/23/48)	UNDERCOVER AGENT Dormot Walsh-Hazel Court D—(5306)			SHADOWS OF TOMBSTONE Rex Allen O			DONOVAN'S BRAIN Lew Ayres D—81 min.		A LION IS IN THE STREETS (Color) James Cagney Barbara Hale D—88 min. (305)

(*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

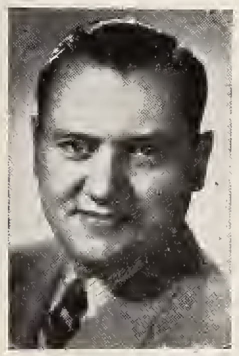
Accurate Concise and Impartial

VOL. 74. NO. 47 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 4, 1953 TEN CENTS

Cites Growing UA Promotion, Sales Force

Heineman, Youngstein Top Speakers at Meet

An expanded and strengthened United Artists sales force, coupled with a build-up of its promotion staff, was unveiled here yesterday by vice-presidents William J. Heineman and Max E. Youngstein at the company's national sales meeting, which goes into its final session today.


Wm. Heineman

Heineman, vice-president in charge of distribution, told the conference: "The line-up of top product places a heavy burden of responsibility on our entire sales operation. But, because we were confident

(*Continued on page* 5)

Sunday Kicks Off 'Paramount Week'

"Paramount Week," the oldest institution at Paramount, will be observed this year beginning Sunday.

This year it takes on added significance, coming as it does at the beginning of the 14-week "Adolph Zukor Golden Jubilee Salute," A. W. Schwalberg, president of Paramount

(*Continued on page* 4)

NV Booth Equipment Reduced in Price

HOLLYWOOD, Sept. 3.—Natural Vision Theatre Equipment Corp. today reduced the price of its complete 3-D projection booth equipment. "The reduction to absolute cost," said Milton Gunzburg, president of NVTEC, "was made in order to expand the number of theatres so equipped and thereby expand the box-office potential of the 3-D medium."

The price cut for the complete booth equipment, effective immediately, is from $890.40 to $530.

Ezell Tells of Technical Progress for Drive-ins

DALLAS, Sept. 3.—A betterment of the technical position of drive-in theatres in several phases of operation is reported here by Claude C. Ezell, founder and organizer of the International Drive-In Theatre Owners Association.

Claude Ezell

In the first issue of a "News Bulletin" to members, Ezell reports that "The Association is negotiating with a company which has perfected an all-purpose screen for 3-D, flat and wide angle subjects in drive-in theatres. It is a completely seamless, hard-surfaced screen, impervious to all weather conditions and

(*Continued on page* 4)

Rank's Odeon Has Net of $4,097,506, A Slight Increase

By PETER BURNUP

LONDON, Sept. 3.—Net profit of Odeon Theatres, J. Arthur Rank's top operating company, for the fiscal year ended last June 27 amounted to £1,463,395 ($4,097,506), compared with £1,362,499 ($3,814,997) for the preceding year, according to a financial summary issued by the company today. The full report is due Sept. 16.

The figure for the 1952-53 fiscal year reflects adjustments for taxation and other charges, as well as special profits arising from the disposal of fixed assets.

Odeon will pay the full two-year dividend to June, 1953, on its six per cent preference shares, thereby wiping out all dividend arrears on that issue. No dividend is being paid on the ordinary shares.

The company reduced its bank indebtedness during the year by £971,740 ($2,720,872), which makes a total reduction during the last four years of £10,481,583 ($29,348,432).

Gaumont British and subsidiaries,

(*Continued on page* 5)

Supreme Court to Hear Crest Case

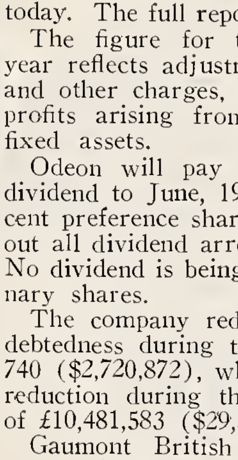
WASHINGTON, Sept. 3.—The Supreme Court has tentatively set Oct. 16. for argument in the so-called Crest case, involving the right of distributors to refuse first-run showings to neighborhood theatres.

Court officials said, however, that there is a possibility that the parties

(*Continued on page* 5)

Dietz Reports on Advance Promotions for MGM Films

HOLLYWOOD, Sept. 3.—Howard Dietz, vice-president and director of advertising-publicity for M-G-M, told the assembled sales executives at the "See for Yourself" convention that having the company's top product for fall and winter release completed at this early date had made it possible to co-ordinate over-all advertising and exploitation for maximum penetration "as never before in the company's history," a company statement disclosed.


Howard Dietz

"As a result we will be able to blanket the country through all media, including Sunday supplements, national and fan maga-

(*Continued on page* 5)

Rodgers Emphasizes MGM Fair-Dealing

HOLLYWOOD, Sept. 3.—William F. Rodgers, for many years M-G-M's sales chief, addressed the company's international sales conference here today in what he said might be his "last appearance" before the group. Rodgers, serving on a part-time, consultative basis now, is scheduled to retire shortly after the first of next year.

In his address, Rodgers paid tribute to the late Marcus Loew and to

(*Continued on page* 5)

Republic Bid To TV Seen In '54 Plans

Yates' Policy Statement Cites 'Common Ground'

HOLLYWOOD, Sept. 3. — In a policy statement described as "the first harmonious note linking motion picture producers, exhibitors and the television industry in an era of unparalleled prosperity," Herbert J. Yates, president of Republic Pictures, last night declared "future planning will include many phases of studio, distribution and laboratory operation, other than our 20 announced feature productions during the 1953-54 period. On these films our expenditures will be doubled over any similar number of pictures in Republic's history."

The extended statement, touching several aspects of the present industry's condition, was issued following conferences with vice-president C. Bruce Newberry and presidential assistant Neil Agnew, and will be finalized in detail at meetings with the former in New York during the next 10 days.

In his statement Yates said, "Film

(*Continued on page* 4)

Favors Passing Tax Saving to Public

ST. LOUIS, Sept. 3.—A suggestion that in the next campaign for repeal of the 20 per cent Federal admission tax exhibitors pledge themselves to pass the tax saving along to the public is made by Edward B. Arthur of Fanchon & Marco in a letter to Robert W. Coyne, special counsel to the

(*Continued on page* 5)

Drive-in Group at Work on Arbitration

DALLAS, Sept. 3.—Claude C. Ezell, founder and organizer of the International Drive-in Theatre Owners Association, reports that the organization "is readying a proposal to present to distributors and to the proper authorities in Washington on an arbitration system which may be the solution to many of our problems.

This project will cover competitive bidding, print shortages, clearances, and the 'moviethon' evil, etc."

Personal Mention

GEORGE SEATON, Paramount producer, will arrive in New York from Hollywood over the weekend.

•

Irene Kerman, daughter of Moe Kerman, president of Favorite Pictures, will be honored on her sixteenth birthday with a party Tuesday in the Carnival Room of the Lido at Long Beach.

•

Clarence Baldwin has been named manager of the new St. Croix Valley Drive-in Theatre at Baring, Me.

•

Ernest Grecula, Hartford Theatres' advertising and publicity director, has left there for a vacation.

•

Sam M. Berry, of National Theatre Supply, Dallas, has left there with his family for a visit in Atlanta.

•

Ed Stevens, president of Stevens Pictures, Atlanta, has returned there following a tour of branches.

'Island' Bow Honors 50th Aviation Year

HOLLYWOOD, Sept. 3. — Tonight's premiere of "Island in the Sky" was planned by Warner Brothers as a tribute to aviation on the 50th anniversary of powered flight. The event drew a first-night audience of notables and an estimated throng of 15,000 fans who jammed the area around the Paramount Theatre.

In a pre-premiere ceremony, John Wayne, star of the film; Robert Fellows, co-producer with Wayne, and William A. Wellman, director, were honored by the Air Force Association with a Citation of Merit in recognition of their contributions to the cause of aviation.

Poli Holds 'Blondes'

HARTFORD, Sept. 3. — "Gentlemen Prefer Blondes" has had its Hartford premiere extended. It will play two extra days at Loew's Poli before moving to Loew's Poli Palace. Normally, any picture justifying holdover time goes immediately after one week to the moveover theatre.

'Caesar' in 14th Week

M-G-M's "Julius Caesar" yesterday began its 14th week at the Booth Theatre here. The performance on Sunday will mark the 200th showing of the film since its Broadway premiere. This is the longest continuous run of the Shakespearean drama, either on stage or screen.

To Host Canadians

Cinerama here will play host to 1,500 officers and men of the Canadian Navy with a special performance at the Warner Theatre on Labor Day morning. Two ships of the Royal Canadian Navy, the aircraft carrier Magnificent and the cruiser Quebec, will be in New York over the weekend.

Sperling, Fregonese In 'Grass Roots' Tour

HOLLYWOOD, Sept. 3.—Joining in the present tendency in Hollywood for production executives to get out into the field and personally contact key showmen and representative citizen groups in selling important new pictures, producer Milton Sperling and director Hugo Fregonese will each make an extended tour in connection with the release of their latest for Warners, "Blowing Wild."

Reflecting the growing conviction in the industry that a much closer liaison should be maintained between top production men and exhibitors across the country, Sperling and Fregonese will confer with showmen and will address Chambers of Commerce, service clubs, and other organizations of influential community leaders.

Blumenstock to Aid

Mort Blumenstock, advertising-publicity head of Warners Brothers, has prepared special itineraries which will route Sperling to the East and the South, while Fregonese will tour the Midwest and the Pacific states.

Special contacts and tie-ups will be made with leaders of the oil industry, which backgrounds this Gary Cooper-Barbara Stanwyck co-starrer.

Meanwhile, Sperling is now preparing to produce "The Men from Earth" under his United States Pictures banner, and Fregonese is directing "The Man in the Attic" for Leonard Goldstein's Panoramic Productions at RKO Radio.

Picker Is Back from 2-Month Trip Abroad

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, returned here yesterday aboard the S.S. Independence from a two-month business trip to Europe and South Africa.

In London, he presided over the company's inter-continental sales convention, the first in UA history. He then proceeded to Germany, Italy, France and South Africa, surveying UA operations.

Benjamin Green Dies

BOSTON, Sept. 3.—Funeral services will be held on Sunday at Levine's Chapel, Brookline, for Benjamin H. Green, 64, for 30 years a leading theatre real estate broker here and a pioneer theatre manager. Green died here today. He is survived by the widow and two sons.

'Look' Shifts Herrick

Jean Herrick, formerly vice-president of "Look Magazine" in charge of the Hollywood and West Coast territory, has been transferred to New York as assistant to Marvin Whatmore, general manager of the publication.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Labor Day, a legal holiday.

All-Film Show at Roxy for 1st Time

The Roxy Theatre here, starting Monday, will present for the first time in its 26-year history an all-screen program. Featured will be "Mr. Scoutmaster" and special continuous pre-release previews of 20th Century-Fox's "Vicki." The theatre's Ice Revue will be discontinued in order to permit the backstage refurnishing necessary to present "The Robe," which will open there on Sept. 16.

Greshler Is Setting Premieres for Two

HOLLYWOOD, Sept. 3.—Abner Greshler is setting plans for premieres to be held in Chicago and Los Angeles, respectively, of "Hundred Hour Hunt" and his newly-completed "Yesterday and Today."

"Hundred Hour Hunt," which was made in England, will get an invitational premiere at the Carnegie Theatre in Chicago on Sept. 15, national release date. Greshler will fly to Chicago two days ahead of the premiere to supervise final details of the opening.

Greshler is negotiating with the management of the Downtown Paramount Theatre on a deal to hold the world premiere there sometime next month on "Yesterday and Today."

Publix-Bamford Sells

ATLANTA, Sept. 3.—The Plaza at Asheville, N. C., the city's largest theatre, has been sold to the recently-organized Ashville Theatres, Inc., by Publix-Bamford Theatres. The new firm is headed by Jack D. Fuller, of Columbia, president, and Sam L. Irvin, of Darlington, S. C., secretary-treasurer. The group owns theatres in Columbia, Orangeburg, Spartanburg and Darlington, all in South Carolina. Thomas L. Stelling has been replaced as manager of the theatre by Roy B. Gibbs of Stelling, who is remaining with Publix-Bamford, and now manages the Paramount. The Plaza, with a capacity of 1,340 persons has been operating for the past 25 years.

King Goes to Munich

Cutting and scoring of "Carnival Story," filmed by King Brothers Productions in Munich, will be completed in that city by Frank King, who left New York yesterday for Germany. RKO Radio will release the picture, which stars Anne Baxter and Steve Cochran. Following completion of the work on "Carnival Story," King will proceed to Madrid to start "The Boy and the Bull."

Trotta to Korea

Vincent Trotta, veteran motion picture artist, has been assigned to a USO group in Korea to do portraits of wounded American soldiers in hospitals there. He will fly to Korea on Thursday.

Bell System Reports Further Expansion Of Video Networks

Three television stations were connected to the Bell Telephone System's nationwide network facilities yesterday, announces the Long Lines Department of American Telephone and Telegraph. They were WNOK-TV, Columbia, S. C.; WMIN-TV, Minneapolis, and WTCN-TV, St. Paul. These stations represent additions in areas already receiving network service. Network service is now available to 161 stations in the U. S.

Network programs for Columbia's second station are carried over a video channel from Charlotte to Columbia. A local link, constructed by Southern Bell Telephone and Telegraph, provides interconnection between the telephone company building in Columbia and the WNOK-TV studio.

Network programs for the stations in Minneapolis and St. Paul are tapped off the transcontinental radio relay route at Des Moines and carried from there over intercity facilities to the telephone building in Minneapolis. Local facilities installed by Northwestern Bell Telephone carry the programs from Minneapolis to the transmitter site.

ABC to Telecast 'Robe' Premiere

The American Broadcasting Co., a division of American Broadcasting-Paramount Theatres, will telecast the ceremonies in connection with the premiere of "The Robe" at the Roxy on Sept. 16, 20th Century-Fox disclosed here yesterday.

To be presented as a special news event, the premiere show will be brought before New York's TV audience between 8:00 and 8:30 P.M., through the facilities of ABC-TV's station over channel No. 7.

'Caddy' to Mayfair

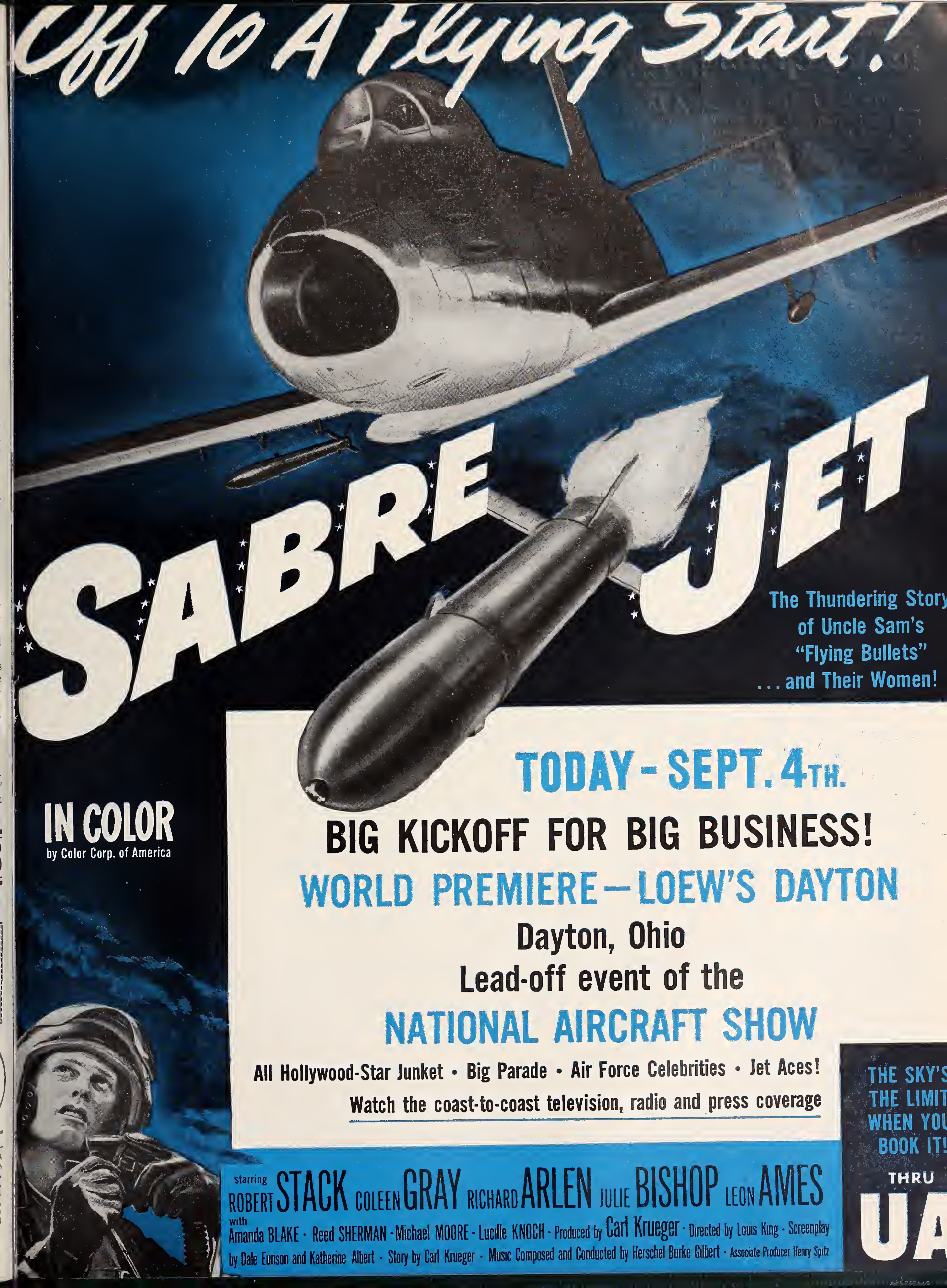
Paramount's newest Dean Martin-Jerry Lewis comedy, "The Caddy," will have its New York premiere on Sept. 17 at the Mayfair Theatre.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

•in Person•
DEAN MARTIN & JERRY LEWIS
DICK STABILE AND HIS ORCHESTRA
Extra POLLY BERGEN
ON SCREEN
Plunder of the Sun
GLENN FORD DIANA LYNN PATRICIA MEDINA
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Off To A Flying Start!

SABRE JET

The Thundering Story
of Uncle Sam's
"Flying Bullets"
. . . and Their Women!

IN COLOR
by Color Corp. of America

TODAY - SEPT. 4TH.

BIG KICKOFF FOR BIG BUSINESS!

WORLD PREMIERE—LOEW'S DAYTON

Dayton, Ohio

Lead-off event of the

NATIONAL AIRCRAFT SHOW

All Hollywood-Star Junket • Big Parade • Air Force Celebrities • Jet Aces!

Watch the coast-to-coast television, radio and press coverage

starring ROBERT STACK COLEEN GRAY RICHARD ARLEN JULIE BISHOP LEON AMES

with Amanda BLAKE · Reed SHERMAN · Michael MOORE · Lucille KNOCH · Produced by Carl Krueger · Directed by Louis King · Screenplay by Dale Eunson and Katherine Albert · Story by Carl Krueger · Music Composed and Conducted by Herschel Burke Gilbert · Associate Producer Henry Spitz

THE SKY'S
THE LIMIT
WHEN YOU
BOOK IT!

THRU
UA

Ezell Reports

(Continued from page 1)

more durable than steel. The screen, which will be relatively inexpensive, will be available as soon as current tests are completed, and an announcement will be forthcoming from this office concerning the availability of this innovation in the immediate future."

Ezell disclosed that "We are completing arrangements to make available to drive-in theatres the German-made Zeiss-Ikon Lens. This lens, which is adjustable to any of the ratio sizes, will be available at a reasonable price within the next few weeks."

Also, "The Polaroid Corp. has complied with our request through the presidents of distribution companies to make 3-D glasses for children. We have been informed that these glasses can be supplied in about seven weeks."

Will Re-design Containers

He said that "distributors have agreed to redesign film containers and reels, gradually replacing them with new ones made of lighter and equally durable material. This will enable us to effect a substantial saving in film transportation."

Continued Ezell: "We have made considerable progress with the Automobile Manufacturers Association, as well as with the Libbey-Owens-Ford and Pittsburgh Glass companies, regarding elimination of the tinted windshield. We have also had assurances from car manufacturers that the customary metal strip dividing the windshield used in some makes of cars will be discarded for one piece of glass.

"Regarding the problem of the auto sun visor, we can now report that after considerable effort we have persuaded all manufacturers to make an adjustable type visor which will permit patrons sitting in the back seat of an automobile to view the full screen.

Points to Cooperation

"We are progressively achieving the cooperation of the automobile people regarding buttons to break the light circuit while the car door is open; an automobile horn that will not sound when the ignition key is turned off; a car heater that will operate without the engine running and an electrical windshield wiper that runs off the battery.

"At the request of this organization, theatre equipment companies have begun a research program to perfect a stereophonic sound system for drive-in theatres."

"The Gilmore Drive-in Theatre in Los Angeles recently made the first test with the CinemaScope lens with good results in clarity and scope. These lenses are available in limited numbers from 20th Century-Fox," concluded Ezell.

Drive-in Installs 3-D

CLEVELAND, Sept. 3.—3-D is rapidly spreading to drive-ins in this area. Latest to install equipment is the Park Auto Theatre between Alliance and Salem, owned by Sam and Maurice Barck. The first 3-D picture was "Fort Ti."

Open Ontario Drive-in

TORONTO, Sept. 3.—A fourth drive-in theatre, the Sunset, has been opened in the vicinity of London, Ont. The other three in the area are the Twilite, Star-Top and Skyway.

Reviews

"A Lion Is in the Streets"

(William Cagney-Warner Brothers)

THIS screen adaptation of the best-seller by Adria Locke Langley is a natural for James Cagney. It gives him a chance to pound his chest and roar his defiance at all who stand in his way. The entire production is geared for impact—all the impact that mob scenes, murder and the outspoken harangues of a man thirsting for power can offer. All this and color by Technicolor are plunged together in an interesting production which should prove a success at the box-office.

James isn't the only Cagney that leaves his mark in this picture. His brother William produced and sister, Jeanne, does a good job in one of the supporting roles. Although there is a tendency to believe that Cagney is the picture, there is a good crop of names supporting the central figure. The names Barbara Hale, Anne Francis, Warner Anderson, Lon Chaney, Frank McHugh and John McIntire all have good marquee value.

Raoul Walsh, the director, has milked the screenplay by Luther Davis for all it had and has come up with a character study of a backhills peddler who knows how to equeeze what he wants out of people. Cagney takes this character and gives an interesting interpretation of him. First we see Cagney as the friend of the little folks and the champion of their causes who fights for them with his mouth and his people. Next we see this same man, peddling his friends' faith so that he can become governor. Even after he comes to a bullet death, we see he has not lost his hold on the people.

Woven in the story of this man who would win by mob rule if he thought it necessary are minor studies of corruption, love and infidelity. The color is used to advantage and the sets are realistic and suit the mood of the film. There are more than enough of strong points in the final analysis to rate the picture as solid dramatic entertainment. It is certainly a Cagney production at its most furious pace.

Others in the cast are Larry Keating, Onslow Stevens, James Millican, Mickey Simpson, Sara Haden and Ellen Corby.

Running time, 88 minutes. General audience classification. Release date, Oct. 3.

ROBERT H. PERILLA

"It Started in Paradise"

(J. Arthur Rank-Astor Pictures)

A TAILOR-MADE PICTURE for the women folk has been fashioned in this J. Arthur Rank presentation. It's all about the ladies, the clothes they wear, those who designed the clothes and it's filmed in some of the richest color in Technicolor yet seen.

Though much of the footage is taken up with fashion shows and the like, the story that supports these feminine frolics is somewhat tedious. It is vaguely reminiscent of the fabulous "All About Eve," in that it shows how one woman tries to best another in their particular profession and how there's always somebody else waiting to defeat the winner of the previous round. But there the comparison ends, for this neither has the dialogue nor the acting to make it anything more interesting than the fashion shows it exhibits.

This British production tells how the chief designer of a once famous couturier, now wallowing in tradition and an almost-empty salon, performs a coup d'etat and reorganizes the whole establishment. In her own ruthless way she's successful until her flair for style dwindles as does the business. Then a younger, more talented girl takes over and puts on an elaborately colorful fashion show set against the background of a new Elizabethan age that is the film's climax. All this takes place over a period 14 years and includes broken love affairs, the war, gangsters and a staggering amount of dresses designed by Sheila Graham.

The cast includes Ian Hunter as the financial backer, Martita Hunt, Jane Hylton and Muriel Pavlow as the three dress designers and Ronald Squire as a fashion expert who provides some pungent and amusing lines similar to George Sanders' drama critic in "Eve." The picture was produced by Sergei Nolbandov and Leslie Parkya and was directed by Compton Bennett, from a screenplay by Marghanita Laski.

Others in the cast are Terence Morgan, Brian Worth, Kay Kendall, Harold Lang, Lucienne Hill, Margaret Withers and Frank Tickle.

Running time, 90 minutes. General audience classification.

500,000th Ticket Sold to 'Eternity'

The 500,000th ticket for "From Here to Eternity" was sold at the Capitol here yesterday, the second day of the picture's record-breaking fifth-week engagement.

The picture continues to smash every record in the 34-year history of the Broadway showcase, with a terrific $625,000 racked up in the first four weeks.

Graphic Opens Drive-in

HARTFORD, Sept. 3.—The Graphic Circuit has opened its newly-completed 300-car Belfast Drive-in Theatre at Belfast, Me. Darryl Moore is manager.

New Firm Will Make Wide-Screen Frame

EAU CLAIRE, Wisc., Sept. 3.—Frames for wide-screen projection in ratios up to CinemaScope's 2.66-to-1, will be manufactured by the Hollywood Curvascope Frame Co., which has been organized here by Sheldon Grengs, as president, and James Paul, vice-president. Grengs is operator of several theatres in the Eau Claire and Duluth areas.

Schussel to Boston

Seymour Schussel, Eastern division manager of IFE Releasing Corp., left here for Boston yesterday to meet with exhibitors concerning distribution of the company's fall releases.

Republic

(Continued from page 1)

producers and exhibitors have much in common. Whereas theatre men had to go into the confectionery business to augment their revenue, producers are going to have to go into television to supplant reduced incomes."

Although he did not say directly that Republic will enter television film production, and declined to make a flat answer to that question, the fact that Republic has been renting space to a large number of television film producers, and that the processing of television film has kept the laboratory running close to capacity, suggests strongly that the policy statement actually heralds a decision to start producing television films outrightly.

"Republic's policy today is based on public reaction," Yates said. "That is what has asserted itself and demanded that motion picture theatre entertainment and television must find common ground to serve the public at large. They must live and prosper side by side. I speak as a producer of motion pictures for the entertainment world."

Sees Westerns Unwanted

The Republic president added, "The market for B pictures and small westerns is finished. Formerly, in this group, we sold to around 8,000 theatres. Five thousand of these are now closed, and the remaining houses now are in a precarious condition."

Yates observed that many leading exhibitors have acquired television stations, and expressed the hope that exhibitors throughout the nation will do likewise. He commended exhibitors on their fight for tax repeal, and said a reduction to 10 per cent would not be enough to save theatres now closing under the tax burden. He pointed out that television-program sponsors "indirectly deduct 70 per cent of the cost of programs from excess profits" and argued that "Government can afford to wipe out the inequitable admission tax on motion picture theatre tickets."

Looks to Foreign Markets

Charging that certain foreign governments are not only blocking currencies but also subsidizing with government money productions made there to compete in the world markets with American product, he declared "Neither Republic nor any other producer can stay in business solely dependent on domestic revenues."

'Paramount Week'

(Continued from page 1)

Film Distributing Corp., declared yesterday.

The "Zukor Salute," which opened Aug. 30 with "Jubilee Week" and will continue through Dec. 5, is cited as the sales organization's tribute to the Paramount board chairman on the occasion of his 50th year of active participation in the motion picture business.

Mickey 'Holiday' Feature

The Sept. 7 issue of "Tempo" magazine will pay tribute to Walt Disney's Mickey Mouse and to Paramount's "Roman Holiday."

Mickey Mouse will be on the cover of the publication and will be the subject of a three-page feature entitled "The Mouse Who Made Millions." The Paramount Gregory Peck-Audrey Hepburn starrer is chosen by the magazine as the "Movie of the Week."

UA Meeting

(*Continued from page 1*)

that the company would attract leading independents, we were able to anticipate what would happen. That is why we have expanded and strengthened our sales force. This sales organization is able to give every single picture the maximum in distribution opportunities."

Youngstein, in the second address of the morning session, declared that UA has expanded its advertising-publicity staff to three times its 1951 size.

"We are now moving out beyond that," Youngstein continued. "We are setting up an office in Hollywood, which will put a United Artists publicity executive into the production scene there and, simultaneously, we have dispatched an advertising-publicity expert to the European production front. This will enable us, for the first time, to launch our promotion efforts months and months ahead of release dates, beginning in the pre-production period and carrying the campaign for a picture consistently through its release.

Max Youngstein

"United Artists, consequently, will be able to promote every film to the fullest, getting each before the public through every promotional medium and for the longest time possible."

Youngstein's reference to the Hollywood and European representatives concerned the recent appointment of Leon Roth, assistant publicity manager, to be West Coast coordinator of publicity, and the assignment of Richard Condon to do a 90-day survey in Europe.

Addressing the company's top officers and sales chiefs from every district in the United States and Canada, Heineman and Youngstein geared UA's salesmanship-showmanship efforts to the record line-up of independent productions outlined by president Arthur B. Krim in his keynote speech on Wednesday.

Krantz Heard

Following the UA vice-presidents to the rostrum was B. G. Kranze, general sales manager, who wound up the morning session. The afternoon session yesterday heard from Milton E. Cohen, Eastern division manager; James Velde, Western division manager, and six representatives of independent producers releasing films through George Schaefer, David (Skip) Weshner, James Mulvey, Seymour Poe, Edward Peskay and Bernard M. Kamber.

The independent producers' representatives paid tribute to the United Artists organization for its handling of past and present productions.

At Indoor and Drive-in

CINCINNATI, Sept. 3. — "Mr. Scoutmaster" currently is playing at Rube Shor's Keith Theatre in the downtown sector and at his Twin Drive-in. This is believed to be the first time locally that a first-run picture has played day-and-date at a downtown house and a drive-in.

Review

"Mr. Potts Goes to Moscow"

(Stratford)

GEORGE COLE SCORES a personal triumph in this British comedy of plumbers and atomic spies. The picture is all farce and whimsy and if you don't mind wandering around in the world of the unbelievable for a while, you should find this a highly entertaining bit of fluff. In his starring role, Cole comes across with a performance reminiscent of the type that made Alec Guinness popular in the U. S.

Wandering around in a bumbling fashion, Cole keeps the laughs rolling along at a rapid pace. Cole himself is the biggest satire of this satirical production. As Potts the plumber, Cole has captured the disposition of the little man thrown into the spotlight. Backing him up with fine portrayals are Oscar Homolka, as a jovial Russian agent, and Nadia Gray, as a lovely Russian lass who falls in love with the confused and sensitive Potts.

Mario Zampi, producer and director of the original story and screenplay by Jack Davies and Michael Pertwee, has kept the satire light and simple for the most part but he aberrates from the path a bit too much toward the end of the film and things become a little too difficult to swallow. When the bumbling is effective it is entrancing but when it gets tied in with a chase in the finale, it becomes just bumbling.

The story concerns a British sanitary engineer who mistakenly takes a set of secret plans for a new weapon. He goes off on vacation with the plans which he believes are the ones for his new plumbing invention. With everyone searching for him, he accepts an offer from the Russians to work for them in what he believes is plumbing research. They fly him to Moscow where he is wined and dined and finally discovers the reason for his popularity. After this point the plot becomes a trifle complex.

Others in the cast are Frederick Valk, Geoffrey Sumner, Wilfrid Hyde White, Ernest Jay, Richard Wattis, Michael Medwin, Frederick Leister, Henry Hewitt, Gibb McLaughlin, Michael Balfour, Hal Osmond, Charles Goldner, Ronnie Stevens, Eleanor Summerfield, Irene Handl, Phyllis Morris, Myrtle Reed, David Hurst, Bernard Rebel and Olaf Pooley.

Running time, 93 minutes. General audience classification. September release.

R. H. P.

Rank's Odeon

(*Continued from page 1*)

including Cinema-Television, Ltd., and others, showed net profit after adjustments of £596,811 ($1,671,070), compared with £625,384 ($1,751,075) for the preceding year. G-B paid its full preference dividend and 7½ per cent on its ordinary shares, the same as last year.

British & Dominions Film Corp. showed a net profit for the year of £129,056 ($361,356), compared with a net of £157,073 for the preceding year. Its full preference dividend was paid, together with five per cent on the ordinary shares, against nothing in 1952.

Financial and trade quarters here regarded the report favorably.

Crest Case

(*Continued from page 1*)

might want to print some additional testimony to submit and in that case the date would be postponed.

Argument in another film case already taken by the court, involving a suit by the Partmar Corp., has been tentatively set for Oct. 15.

The high court returns from its summer vacation on Oct. 5, but will hold only a routine session then. The court will really get down to business on Oct. 12, at which time it might announce whether or not it will review lower court decisions in other film cases submitted over the summer, including ones involving film censorship and Sunday film showings.

Greenfield Leaves 'Look'

Stanley R. Greenfield, in charge of motion picture advertising in the East for "Look" magazine, has resigned to become president of the N. C. Greenfield Advertising Agency, succeeding his father, Nicholas Greenfield, who yields administrative duties in the agency to devote more time to consultant work.

Tax Saving

(*Continued from page 1*)

Council of Motion Picture Organizations.

In his letter, released today, Arthur expresses the opinion that the veto of the Mason Bill by President Eisenhower may have been due to the fact that theatres were not committed to giving the tax saving to the public.

He asserts that if theatres are relieved of the Federal tax and in consequence offer admission scales 20 per cent less than the present scales including tax, attendance may increase sufficiently to solve the problems of most theatres.

Meanwhile, Arthur believes, admission price scale increases should be held in abeyance. F. & M. had planned to pass on one-half the tax saving to the public had the Mason Bill become law.

COMPO spokesmen here yesterday, commenting unofficially on Edward Arthur's proposal, pointed to the difficulty of obtaining widespread agreement by exhibitors to pass on to the public any saving resulting from repeal or reduction of the Federal admission tax.

In addition, it was pointed out that the COMPO tax campaign committee had decided at the outset that such a promise could not be evoked from thousands of exhibitors who needed the tax margin to remain in business, and the campaign was conducted frankly on that basis. That the decision was sound, it was said, was demonstrated by the overwhelming Congressional support for the Mason Bill by the large majority of Senators and Representatives who were fully aware that most exhibitors could not afford to pass on the tax savings to the public.

It was indicated that proposals such as Arthur's could be formally made and dealt with at the COMPO membership and board meetings scheduled to be held here Sept. 21-22.

Dietz Reports

(*Continued from page 1*)

zines, and daily newspapers simultaneously at the exact time of release," Dietz explained.

The ad publicity head cited "Mogambo" as an example of the proposed penetration on all 10 pictures coming up. The campaign will reach 172,000,000 readers through national media, which will be supplemented by special campaigns in 100 cities.

In addition, Dietz explained, the extended time element has made it possible to set release dates which will be advantageous for the pictures.

In outlining some of the highlights of the nationwide exploitation to be given each picture, Dietz told the convention of the five-city Texas premiere of Dore Schary's "Take the High Ground," to be followed immediately by blanket saturation bookings of the picture throughout the state.

Other promotion highlights already set include the Cypress Gardens, Florida, premiere of "Easy to Love"; the personal appearance tour of the "White Hunter," Frank (Bunny) Allen, who organized the safari to film "Mogambo," and the tour of Ann Miller for "Kiss Me Kate."

Reagan Talks Showmanship

An M-G-M "Lucky Seven Showmanship Contest," now being launched, will seek the cooperation of all exhibitors playing the company's product with top awards being offered to the exhibitor preparing and putting into effect the campaign on each picture which the judges consider the best. M-G-M will pay all costs of the model campaign in the winning theatre. In addition, there will be prizes totalling $6,000 for theatre managers and publicity men whose campaigns win in the contest.

Speaking of the showmanship contest, Charles M. Reagan, sales manager, said: "Never in the history of our business has aggressive showmanship been so important and never has it been so necessary to use long-range planning and thinking in selling attractions to the public. We'd like every real showman in the business to attend trade showings and compete. We'd even welcome exhibitors who don't happen to play our pictures."

The convention will be brought to a close tomorrow at a luncheon at the studio, to be attended by 60 stars of M-G-M, executives, producers and directors, in addition to the press.

Rodgers

(*Continued from page 1*)

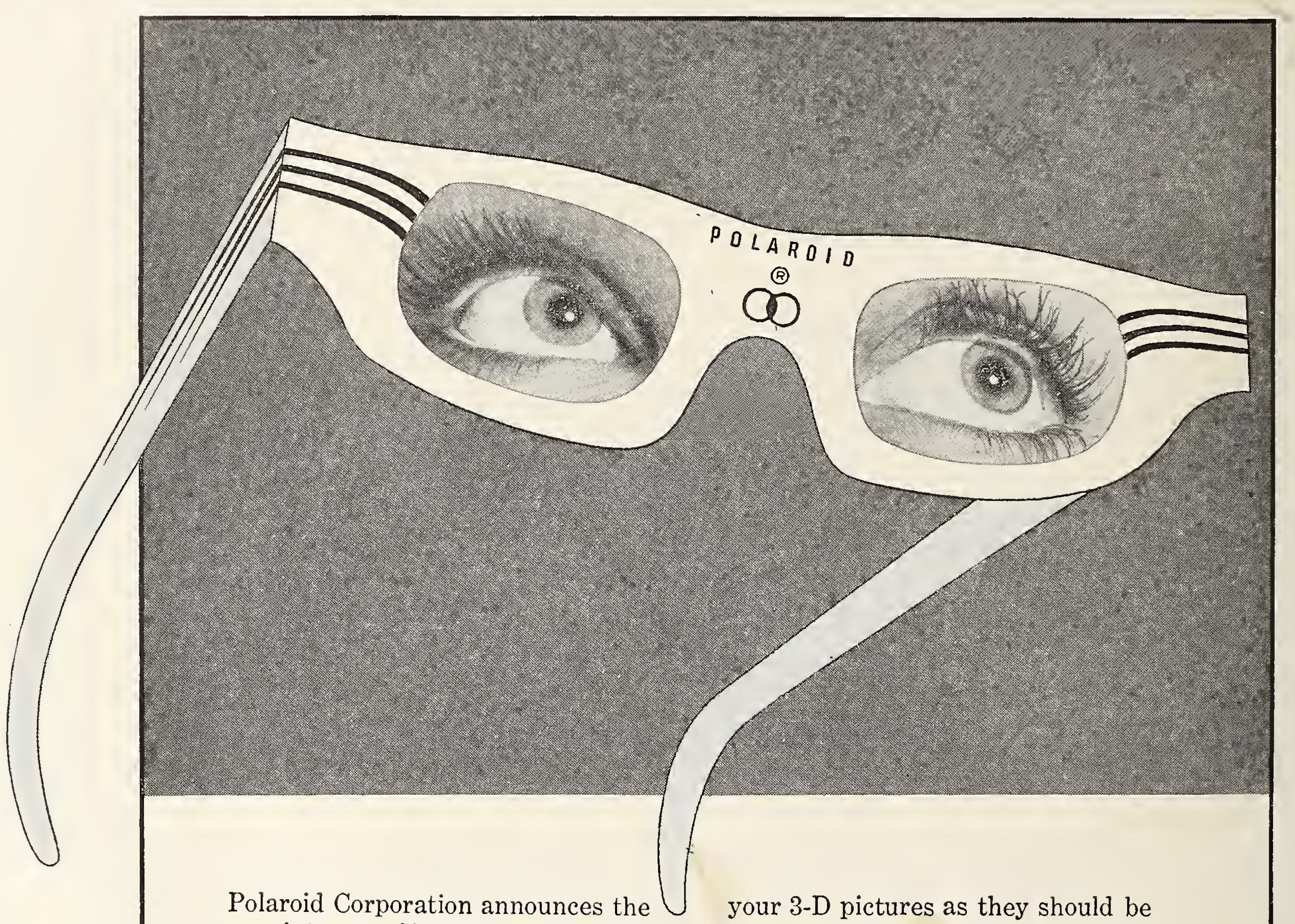
Nicholas M. Schenck, company president, for establishing and maintaining a policy of fairness in dealings with its customers. Both men impressed upon me, Rodgers said, the importance of fair dealing. It has been a continuous policy of your company.

Sign Contracts for 'Oklahoma' Filming

Contracts concluding arrangements to film "Oklahoma!" in the Todd-AO process were signed here yesterday by Richard Rodgers and Oscar Hammerstein, II, creators of the stage show, and George P. Skouras, president of Magna Theatre Corp., which controls the Todd process.

SPECIAL BULLETIN!

ORDER POLAROID® 3-D GLASSES FROM YOUR RCA THEATRE SUPPLY DEALER



Polaroid Corporation announces the appointment of RCA Victor Division of The Radio Corporation of America as the national distributors of Polaroid 3-D Glasses.

Now you can get the *best* in 3-D glasses . . . and the best in prompt, efficient service . . . to help you show your 3-D pictures as they should be shown.

For your next 3-D picture, don't take chances, take the *best* . . . genuine Polaroid Glasses. Just pick up your phone and call your regular RCA Theatre Supply Dealer. Your order will be shipped promptly.

POLAROID CORPORATION, CAMBRIDGE 39, MASS.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 48 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 8, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

ABRAM MYERS in his latest Allied States bulletin wonders why it wouldn't be a good idea for all exhibitors, not just so-called "art" house operators, to cash in on pictures without Production Code seals which hold promise of good grosses, by offering them on an adults only basis.

Apart from many other answers to that, the exhibitors' self interest is one which should be apparent to all. An instance in point occurred during the recent COMPO tax committee labors in Washington.

•

A certain Western Senator, intent upon offering an amendment to the Mason Bill which would have opened the floodgates to other amendments, sealing the doom of the admissions tax exemption fight right there, was reasoned with by COMPO tax committee members.

Why, he asked them, in effect, should consideration be shown to an industry which produces and purveys to the public a picture which condones immorality? And he cited the picture he had in mind. The picture has no Code seal and when the COMPO committee members were able to point this out to the Senator, thereby disassociating the industry from official connection with it, the law-maker was immediately pacified and withheld his intended amendment to the Mason Bill.

•

What a different result there no doubt would have been had Myers' thinking been in vogue at the time, placing the Senator in a position to point to theatres all over the country playing the film in question.

Any details missing from this account can be supplied, we are sure, by Col. H. A. Cole, Trueman Rembusch, and other tax campaign generals from Allied's ranks, as well as others.

• •

DUE in New York in the next day or so from two weeks of production planning conferences at the Hollywood studios is RKO

(*Continued on page 2*)

First Week of the Lichtman Tribute Sets Date Record

More theatres in the United States and Canada showed 20th Century-Fox pictures during the first week of the "Al Lichtman Testimonial" than in any other similar period in the company's history.

That was the report communicated to the home office by division managers Herman Wobber, Harry Ballance, Moe A. Levy, Glenn Norris, Martin Moskowitz, Tom O. McCleaster and Peter Myers, who are leading the field-sponsored "Lichtman Testimonial."

The report showed that 17,116 theatres in the two countries presented a 20th Century-Fox picture last week. Included in that total were 2,983 drive-ins.

That total represents 2,888 more theatres than the old record for the

(*Continued on page 6*)

Edward Small Heads Board of TV Firm

Television Programs of America, a new company devoted exclusively to distribution and production of television programs on film has been formed here, headed by chairman of the board Edward Small, veteran Hollywood producer; Milton Gordon, a financier, described as having been responsible for putting millions of dollars into TV "paper" and TV loans, who is president, and Michael M. Sillerman,

(*Continued on page 6*)

Florida Exhibitors To Meet Nov. 15-17

JACKSONVILLE, Fla., Sept. 7.—Motion Picture Exhibitors of Florida will meet here Nov. 15-17 at the Roosevelt Hotel. Arrangements now are being made by William P. Cumbaa, president; Horace Denning, first vice-president, and Robert Anderson, of this city.

High on the agenda for the meeting, said Cumbaa, is planning of the fight for repeal of the Federal admission tax.

Schary, Reagan Cite Solid Future As MGM Meet Closes

HOLLYWOOD, Sept. 7.—More important productions and the new dimensions, especially in relation to pictures specifically designed to utilize the big screens, are challenging producers in a way that assures greater success for future product, Dore Schary, M-G-M production head, told the company's international sales meeting at its closing session at the Culver City studio on Friday.

"I believe that the new dimension in motion pictures will broaden the success of these pictures. It will do that because it will set up a challenge—and has set up a challenge—in the minds of all motion picture makers," Schary said.

"This does not mean that all films

(*Continued on page 3*)

Cites Competitive Growth In Europe for U.S. Films

A growth in the competitive situation in Europe for American product was cited here by Manny Reiner, foreign manager for Goldwyn Productions, following his return from a 12-week trip to the Continent and England.

Manny Reiner

The current situation, he declared, calls for an aggressive showmanship campaign designed for the European market in order to realize the maximum revenues from American product. In this regard, Reiner said that good promotion results can be obtained by leading executives and Hollywood stars, citing the

(*Continued on page 6*)

MPEA Heads to Meet This Week

A meeting of top level foreign department executives will be held at Motion Picture Export Association headquarters here tomorrow or Thursday with Eric Johnston, MPEA president, in attendance. Kenneth Clark, assistant to Johnston, will arrive here from Washington today. Johnston has been in New York since the middle of last week.

Indications are that in addition to a general review of current foreign market problems, discussed by com-

(*Continued on page 3*)

48 from UA in Next 12 Months A Record High

$40,000,000 Program Detailed by Heineman

Forty-eight motion pictures in a variety of film processes, representing an estimated production value of $40,000,000, have been scheduled for release by United Artists during the next 12 months, it was announced by William J. Heineman, vice-president in charge of distribution. This compares with 41 releases in the previous 12 months, from Oct., 1952.

The biggest one-year line-up of productions in the 35-year history of United Artists was made public over the weekend by Heineman, following the conclusion of the company's three-day national sales meeting at its New York home office. The sales sessions were attended by top executives and sales chiefs of every district in the United States and Canada.

Heineman's announcement marked the first time that United Artists has

(*Continued on page 3*)

Cinerama Exhibit At TOA Meeting In Chi. Nov. 2

CHICAGO, Sept. 7.—Arrangements have been completed for a special showing of Cinerama and inspection of its equipment for exhibitors attending the 1953 Theatre Owners of America convention and trade show at the Conrad Hilton Hotel here Nov. 1-5, it was announced by convention chairman David Wallerstein.

"The past year has brought to light new techniques and new devices for picture production and theatre presentation," Wallerstein said, "and all were

(*Continued on page 3*)

US Seen Renewing Yugoslav Guarantee

WASHINGTON, Sept. 7. — The State Department is about to extend for another year its convertibility guarantee contract with the Motion Picture Export Association, covering distribution of U. S. films in Yugoslavia.

The contract, which will probably

(*Continued on page 6*)

Personal Mention

SAMUEL GOLDWYN will leave New York for the West Coast at the end of this week.

•

Charles M. Reagan, Arthur Loew, Howard Dietz, Si Seadler, H. M. Richey and other Loew's-M-G-M executives are due back here today from the company's sales conferences and new product screenings at the studio.

•

F. J. A. McCarthy, Universal sales executive, will leave here today for Cincinnati.

•

James R. Grainger, RKO Pictures president, is expected back here from the Coast tomorrow.

•

George Nichols, M-G-M studio publicist, has returned to Hollywood from St. Louis.

•

Mel Ballerino, M-G-M studio casting director, left New York yesterday for France and Egypt.

•

Jerome M. Evans, of Universal's Eastern advertising-publicity department, has been named to the new retail advisory board of Store Events, Inc., which directs department store promotional activity.

•

Edward Kestenbaum, RKO Service Corp. publicist, has been awarded a scholarship to NYU's Washington Square College of Arts and Sciences.

•

Bob Hope arrived in New York yesterday following his appearance in the annual Celebrities Golf Tournament in Washingon.

Greshler Plans 2nd 'Old-Time' Feature

HOLLYWOOD, Sept. 7. — Abner Greshler, producer, has acquired 50 reels of old-time film dramas and will edit them into a feature to be titled "The Advance of Time." The picture will follow the same pattern as "Yesterday and Today," which Greshler will premiere in October. George Jessel was narrator and Elliott Daniel wrote and conducted the musical score for the latter film.

T. B. Heckard Dead

HARRISBURG, Pa., Sept. 7. — Funeral services for Timothy B. Heckard, 70, former operator of the Rialto and Broad Street theatres, who died on Sept. 3 in a Harrisburg hospital, were held Saturday afternoon. Retired since 1946, Heckard took over operations of the Rialto in the early 1920s, remaining there for six years until he acquired the Broad Street, which he operated for 19 years.

Sperling Acquires Novel

HOLLYWOOD, Sept. 7.—"Dream Street," Manhattan-backgrounded novel by Robert Sylvester, has been purchased by Milton Sperling, who has slated it for production early next year under his United States Pictures banner.

Tradewise . . .

(Continued from page 1)

Radio's Jimmy Grainger. Preceding that particular mission of Grainger's were three consecutive sales meetings, covering in order the East, West and Pacific Coast areas.

Sandwiched among his other six months as RKO Pictures president were any number of similar sales meetings, trans-Continental trips and get-acquainted coverage of the company's exchanges.

The highly mobile Grainger is a firm believer in getting around, particularly to the places where pictures are sold. He is almost as familiar a sight to the men in the field as he is to the men in the home office.

•

Jimmy is not travelling these days with a portfolio full of promises and prospects, as circumstances forced him to do when he first assumed the RKO presidency. Today there are new pictures in the RKO Radio shipping rooms, there are top-grossing attractions from the company in the theatres, there is a solid line-up of new product for fall and winter release and substantial plans moving forward for the months beyond.

Grainger travels far and wide and wherever he goes these days he brings with him new confidence and new enthusiasm to his men in the field, and to exhibitors, new interest in his company. These are the things that pay off.

That they have been paying off handsomely became a matter of official record recently when the company informed the N. Y. State Supreme Court that RKO Radio is once again operating at a profit. That is a momentous achievement in view of the extraordinary obstacles and trials which have confronted the company in the past year.

Every man of goodwill in the industry will be delighted to know that RKO Radio, quite obviously, is on the march again.

Schaefer Represents Hall Bartlett Firm

HOLLYWOOD, Sept. 7. — Hall Bartlett Productions has appointed George J. Schaefer Eastern producer representative on the company's first feature, "Crazylegs, All-American."

Schaefer will participate in release negotiations now underway on both Coasts for the independent production that co-stars Elroy (Crazylegs) Hirsch, Lloyd Nolan and Joan Vohs.

Cinerama Tribute to 20th's CinemaScope

In a gesture of goodwill from one new dimension to another, Cinerama will salute CinemaScope on the evening of Sept. 16 when the Warner Theatre here blinks its marquee lights at the moment when 20th Century-Fox's "The Robe" is world premiered at the Roxy.

The Warner will join with 11 other Broadway theatres in the tribute by flashing the Navy's code signal for "Good Luck" across its marquee lights.

Chicago Paper Urges Theatre Attendance

CHICAGO, Sept. 7.—Friday's Chicago "Sun-Times" devoted an entire page to urge attendance at motion picture theatres. A man, his wife and two children were shown approaching a theatre under the heading "Tonight treat yourself and your family to a grand evening out." Beneath the drawing of the family on the way to the theatre is boxed copy reading:

"Escape from your every-day problems at the movies tonight as you enjoy hours of fine entertainment. You can see the latest productions from Hollywood and foreign movie capitals. World famous stars make stories of suspense, action, comedy and tragedy come alive on the big clear screen. To make the evening complete treat the family to dinner at a favorite restaurant before the show. Wonderful entertainment is as near as your local theatres. And to choose the program that suits you best check Chicago's most complete movie directory in the 'Sun-Times.' You'll find the ads of more movies than in any Chicago paper."

Buffalo Trade Group Aids Lux-for-Mayor

BUFFALO, Sept. 7. — A 10-man, non-partisan committee of local figures in both exhibition and distribution has been formed here to support the campaign of Elmer F. Lux, manager of Elmart Theatres, Inc., for mayor of this city. Lux is a former chief barker of the Variety Club, former manager of the local RKO Radio exchange and a national canvasman of Variety International.

Jack Mundstuk, manager of the local M-G-M branch, heads the committee. Included in its membership are Stanley Kostisky, manager of the United Artists branch; Robert T. Murphy, of the Century Theatre; Stanley Kozanowsky, Rivoli Theatre; Arthur Bailey, Little Hippodrome; Murray Whiteman, past chief barker of Tent No. 7; Chris Pope, of the Schine circuit, and George F. Mackenna, of Basil's Lafayette.

Dr. Ilton in Rome

ROME, Sept. 7.—Dr. Paul Ilton, author and archaeologist, has arrived here for pre-production work on "Last Days of Sodom and Gomorrah," produced by duMaresq Clavve Clavell, head of C. I. Productions.

Universal Officials Back from Canada Sales Meetings

TORONTO, Sept. 7. — Universal executives concluded a sales meeting with Empire-Universal executives at the Royal York Hotel here and returned to New York at the weekend climaxing a two-day convention.

Dinner Wednesday

The meeting between the Universal executives, headed by Alfred E. Daff, executive vice-president; Charles J. Feldman, general sales manager and F. J. A. McCarthy, Southern and Canadian sales manager and Empire-Universal executives, headed by A. W. Perry, president, and Paul Nathanson, vice-president, was preceded Wednesday evening by a dinner at the Royal York attended by over 100 circuit executives, film buyers and bookers who gathered to meet Daff. Among those who participated were Leonard Brockington, president of Odeon Theatres of Canada, subsidiary of the J. Arthur Rank Organization; Nat Taylor, president of the 20th Century Twinex Circuit of Canada; Morris Stein, general manager of Famous Players Canadian Corp., and David Griersdorf, general manager of Odeon.

Thursday sales meetings were attended by branch managers, salesmen and bookers of the six Empire-Universal Canadian branches. Daff outlined Universal's product for 1953 and 1954.

'Eternity' in Chicago Sets 1st-Day Mark

CHICAGO, Sept. 7.—"From Here to Eternity" chalked up what is believed to be the largest opening day gross in the history of the Oriental Theatre, soaring to nearly $13,000 to better the first day record of "The Outlaw" by almost $2,000 and "Quo Vadis" by about $5,000. Chicago critics acclaimed the film as one of the best ever produced and their reviews, along with highly favorable word-of-mouth, are expected to send the picture on to a record-shattering run.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

STARTS TOMORROW
JOHN WAYNE in Island IN THE Sky
IN PERSON GUY MITCHELL
ART MOONEY ORCH.
ROGER RAY - LOS GATOS
EXTRA JANE PICKENS
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

M-G-M Meet

(*Continued from page* 1)

will be made on large size screens. There will always be great and impressive films made in what we now call more conventional terms but these pictures will be shown in a larger image on most of the screens throughout the world. A larger image does make the viewing of a motion picture more comfortable and more interesting, particularly if it is designed for that large screen.

Points to Successful Films

"We cannot pull audiences away from casual entertainment by presenting mediocre films, but we can pull them away from any other entertainment by giving them high speed, high quality films which the industry is providing them right now. The quick successes of 'Ivanhoe,' 'Shane,' 'The Sword and the Rose,' 'Julius Caesar,' 'From Here to Eternity,' 'Band Wagon,' 'Stalag 17' and 'Gentlemen Prefer Blondes' certainly proves that there is still an enormous market for good motion pictures," Schary said.

Referring to recurrent "crises" in the industry and the reaction to them, Schary said:

"The interesting point about these crises that could very well be the subject for some sociologist is the rapidity with which observers with apparent delight view each one of these changes as a heavy calamity that will wipe out the picture business. Five years ago TV was destined to change our stages into large bins for storing oranges and though the truth is that we have had a greater number of high grossing pictures in these past five years than ever before in the history of the picture business, we still have happy undertakers telling us that TV will get us in the end.

Draws an Analogy

"It is much like the moralist who commented on the death of a man 107 years old, who insisted on his early morning finger of scotch. They observed that they knew liquor was going to kill him all the time," Schary remarked.

Charles M. Reagan, vice-president and general sales manager, told the closing session that "the motion picture theatre is the only place where the public can get mass entertainment within its means and, therefore, there is no reason why it should be so unfairly taxed, any more than should the newspaper, radio station or any other medium disseminating information and service to the public."

Closing on a note of confidence, Reagan said:

"We are proud of the men of our sales organization because they exemplify our reputation as the friendly company. All of us face the future with confidence—confidence in the future of our industry—and equally important, confidence in the company we are so proud to represent."

Divisional Confabs Held

Individual meetings between the six division sales managers and their district and branch managers followed the final joint convention session and a studio luncheon. Presiding at the individual meetings were the following division managers: John P. Byrne, Eastern; John J. Maloney, Central; Burtus Bishop, Jr., Midwest; Rudy Berger, South; John S. Allen, Southwest, and George A. Hickey, West.

The men left here for their home stations over the weekend.

48 Pictures from UA

(*Continued from page* 1)

listed in advance a schedule of releases for an entire year.

The record 48-picture schedule includes 32 films—65 per cent—in color, the biggest color program in the company's history. In the previous 12 months, from Oct., 1952, the company had only 11 in color.

Utilizing all film forms, there will be a minimum of six features in the three-dimensional technique, at least one in the CinemaScope process and as many in the wide-screen method as exhibitor demands require.

Of the 48 features, twelve will be released during October, November and December of this year. The remaining 36 will be released in 1954, an average of three each month.

Monthly "Blue Chip"

"For every month, we will have at lease one blue-chip grosser," Heineman stressed.

Of the 36 films to be released next year, 12 are now nearing completion, 17 will go into production by the end of this year and seven will be started early in 1954. These seven are: "Vera Cruz," Technicolor, starring Burt Lancaster and produced by the Harold Hecht-Burt Lancaster company; "The Silver Chalice," wide-screen, Technicolor version of Thomas Costain's best-seller to be produced by Victor Saville; "Don Quixote," to be produced by S. P. Eagle in Technicolor and wide-screen, with Danny Kaye or Sir Laurence Olivier mentioned for the title role; a second Eagle production, "The Witness," by playwright Arthur Laurents; two Edward Small productions in color, "Timbuktu," to be directed by Stuart Heisler, and "King Solomon and His Thousand Wives," and an as yet untitled film to be produced and directed by Anatole Litvak.

Two in 3-D

The 12 productions already completed or nearing completion for release next year include two in the 3-D process: "Camel Corps," producer Edward Small, Eastman color, wide-screen, starring Rod Cameron, Joanne Dru and John Ireland and directed by Ray Nazarro, from a screenplay by Harry Essex, and "Ring Around Saturn," a Nassour Brothers Production featuring electrically-animated puppets, filmed in Eastman color and wide-screen.

The other 10 films in this category are:

"The Million Pound Bank Note," starring Gregory Peck in a Technicolor adaptation of the Mark Twain story, directed by Ronald Neame, produced by John Bryan and made in association with the J. Arthur Rank Organization.

"Personal Affair," starring Gene Tierney, Leo Genn and Glynis Johns, produced by Anthony Darnborough, directed by Anthony Pelissier, from a screenplay by Lesley Storm.

"Star of India," wide-screen, Technicolor, starring Cornel Wilde and Jean Wallace, produced by Raymond Stross, directed by Arthur Lubin and written by Seton I. Miller.

'Beachhead," an Aubrey Schenck production, in Pathecoler, starring Tony Curtis and Frank Lovejoy, produced by Howard W. Koch, directed by Stuart Heisler and written for the screen by Richard Alan Simmons from Richard G. Hubler's novel.

"Americano," a Robert Stillman production in wide-screen and Eastmancolor, starring Glenn Ford, Arthur Kennedy and Cesar Romero, under Budd Boettiger's direction.

"The Story of William Tell," starring Errol Flynn and Bruce Cabot, in Pathecolor, produced by J. Barrett Mahon and directed by Jack Cardiff, in CinemaScope, said to be the first independent production to be filmed in that process.

"Mask of Gold," Technicolor, starring Van Heflin and Wanda Hendrix, produced by Aubrey Baring and Maxwell Setton and directed by Jack Lee.

Edward Small's "Return to Treasure Island," in Pathecolor and wide-screen, written and produced by Aubrey Wisberg and Jack Pollexfen, directed by E. A. Dupont and starring Dawn Addams, Tab Hunter and Porter Hall.

"The Firebird," Sol Lesser, Technicolor, featuring ballerina Ellen Rasch, Tito Gobbi and a cast of ballet and opera stars, produced by Lorens Marmstedt and directed by Hasse Ekman.

"Challenge the Wild," Frank O. Graham's Eastman color documentary.

The 17 films that will go into production before the end of this year include:

"Broncho Apache," Technicolor Western, starring Burt Lancaster, produced by Hecht-Lancaster, directed by Robert Aldrich and written for the screen by James Webb from Paul Wellman's novel.

"The Golden Warriors," an original by Budd Schulberg, which Elia Kazan is directing and S. P. Eagle is producing.

"The Barefoot Contessa," original, written, produced and directed by Joseph L. Mankiewicz, with James Mason starred.

"The Purple Plain," starring Gregory Peck, Technicolor, written for the screen by Eric Ambler from the E. H. Bates best-seller, with Robert Parrish directing and the Rank Organization associated in the production.

"Alexander the Great," which Robert Rossen is writing, producing and directing.

"Captain Jan," producer- director Brian Desmond Hurst's screen version of the Jan de Hartog best-seller.

"Sitting Bull," Technicolor Western, starring Dennis Morgan and Boris Karloff and produced by W. R. Frank.

"Smoke Signal," an Aubrey Schenck production.

"The Life of Chaim Weizmann," based on "Trial and Error," autobiography of the first President of Israel, which Michael Powell and Emeric Pressburger are producing in association with Meyer Weisgal.

Five Edward Small productions, all of them in color, are included in the group of 17 films that will start production during the next four months: "Return of Zorro," starring Anthony Dexter; "Khyber Pass," starring George Montgomery; "Screaming Eagles," starring Rod Cameron and Tab Hunter, under Ray Nazarro's direction; "Silver Dollar," with Jock Mahoney, Peggie Castel and William Bishop under Fred Sears' direction, and "Cannibal Island," starring Lex Barker, one of four 3-D films to go before the cameras by the end of this year. The other three are:

"The Long Wait," to be directed by Lesser Samuels, second Victor Saville production of a Mickey Spillane detective story.

"Space Station, U. S. A.," science-fiction, which Ivan Tors will produce in Super-Cinecolor, with Herbert Marshall and Constance Dowling starred.

"Million Dollar Diamond," starring Dennis O'Keefe, Louis Hayward and Coleen Gray, produced by Steven Pallos and marking O'Keefe's debut as a director and screenwriter.

The 12 films to be released by Uniited Artists during October, November and December this year, an average of four a month, are:

"Crossed Swords,' Pathecolor, starring Errol Flynn and Gina Lollobrigida, written and directed by Milton Krims and produced by J. Barrett Mahon and Vittorio Vassarotti.

"The Steel Lady," Edward Small presentation starring Rod Cameron and Tab Hunter, directed by E. A. Dupont, produced by Grant Whytock and written for the screen by Richard Schayer from Aubrey Wisberg's adventure story.

"Beat the Devil," John Huston's production for Santana-Romulus, starring Humphrey Bogart, Jennifer Jones and Gina Lollobrigida, with Robert Morley and Peter Lorre, directed by Huston from a screenplay by himself and Truman Capote based on James Helvick's novel.

"Dragon's Gold," an Aubrey Wisberg-Jack Pollexfen production written by the producers and starring John Archer and Hillary Brooks.

"The Village," Lazar Wechsler's Silver Laurel Prize-winning production, starring John Justin and Eva Dahlbeck, directed by Leopold Lindtberg, written by David Wechsler and Kurt Fruh and produced by Lazar Wechsler and Kenneth L. Maidment.

"Shark Rover," in color, starring Steve Cochran, produced and directed by John Rawlins from an original by Joseph Carpenter and Lewis Meltzer.

"Act of Love," produced and directed by Anatole Litvak for Benagoss Productions, starring Kirk Douglas, with Dany Dobin and Barbara Lane, written for the screen by Irwin Shaw from Alfred Hayes' "The Girl on the Via Flaminia."

"Song of the Land," color documentary produced and directed by Henry S. Kesler and photographed by the noted naturalists, Ed N. Harrison and Frances Roberts.

"Captain John Smith and Pocahontas," starring Anthony Dexter and Jody Lawrence in an Edward Small Pathecoler presentation, directed by Lew Landers and written and produced by Aubrey Wisberg and Jack Pollexfen.

"Riders to the Stars," an Ivan Tors science-fiction production in Super-Cinecolor, starring Richard Carlson, William Lundigan, Herbert Marshall, Martha Hyer and Dawn Addams, with Carlson directing from a screenplay by Curt Siodmak.

"Wicked Woman," starring Richard Eagan and Beverly Michaels, written, produced and directed for Edward Small by Clarence Greene and Russell Rouse.

"The Scarlet Spear," Technicolor, entirely in Africa, starring John Archer and Martha Hyer, produced and directed by George Breakston and Ray Stahl.

Cinerama

(*Continued from page* 1)

spurred into being by what is probably the most dramatic motion picture theatre presentation in the history of exhibition—Cinerama. Third dimension, CinemaScope, stereophonic sound, panoramic screens, and various other techniques quickly followed, revitalizing our box-offices and giving the motion picture theatre-going public something new to talk about.

"Never since the advent of sound in pictures has the industry given greater promise for a fruitful future than at the present time. Thus it becomes imperative that every progressive exhibitor make it a point to come to Chicago for the 1953 TOA convention and trade show. Our business is at the crossroads, and here we shall have the opportunity to choose the right road for a promising future," stated Wallerstein.

Also invited to attend the special showing of Cinerama are members of the Theatre Equipment Supply and Manufacturers Association and the Theatre Equipment Dealers Association, who will be holding conventions during the same period, and all trade show exhibitors.

Cinerama will be presented Monday morning, Nov. 2, at the Palace Theatre. Exhibitors will be given the opportunity to inspect the Cinerama wide-screen and the three projection booths.

MPEA Meet

(*Continued from page* 1)

pany foreign department executives in two meetings last Thursday and Friday, this week's top level session will review the British remittance situation preliminary to the opening of negotiations on a new pact with Britain in Washington on Sept. 22.

F. W. Allport, Motion Picture Association of America representative in London, is due here at the end of the week for his annual vacation and business visit.

Krim to Coast and Europe

Arthur Krim will meet with Anatole Litvak on his production, "Act of Love" on the latter's return to New York from Europe next week before leaving for the Coast on Sept. 19 to confer with producers releasing through U.A. Krim will be on the Coast several weeks and is scheduled to leave for Europe early in October, shortly after his return to New York.

Exh

20th

THESE BIG ONES ARE THE INDUSTRY'S HOTTEST ATTRACTIONS!

"GENTLEMEN PREFER BLONDES"
Technicolor
Smash Musical of the Year!

"WHITE WITCH DOCTOR"
Technicolor
In the Boxoffice Tradition of "Snows of Kilimanjaro"!

"VICKI"
That "Pickup" Gal, Jean Peters, Picking up where she left off!

SC

Su

AL LICHTMAN TESTIMONIAL
AUG. 30th – OCT. 3rd

SOON . . . **The Robe** TECHNICOLOR THE FIRST MOTION PIC

ibitors Prefer
Century-Fox!

"MR. SCOUTMASTER"
Mopping up
Everywhere!

"THE KID FROM LEFT FIELD"
Getting Big
League Grosses!

"PICKUP ON SOUTH STREET"
Picking Up
Great Business!

"TITANIC"
One of
the Year's
Big Ones!

"MAN ON A TIGHTROPE"
Headline-Hot
Suspense Thriller!

"THE GLORY BRIGADE"
Packing 'Em In!

"SAILOR OF THE KING"
Another Top
Attraction!

"POWDER RIVER"
Technicolor
Boxoffice
Dynamite!

"THE GIRL NEXT DOOR"
Technicolor
Top-Money
Musical!

"DANGEROUS CROSSING"
You'll Have
Smooth Sailing
With This One!

"A BLUEPRINT FOR MURDER"
Another Thriller
with Jean Peters
As You Like Her!

"THE DESERT RATS"
Date it For
"Desert Fox"
Business!

URE IN CINEMASCOPE YOU SEE IT WITHOUT GLASSES!

Lichtman

(Continued from page 1)

company's single-week screen representation.

Included in the field figures were 455 engagements of "Gentleman Prefer Blondes" and 431 of "Mister Scoutmaster."

Shipping rooms at the 38 branches reported having made shipments of 18,872 prints of short subjects and Movietone News to fill bookings at 13,738 theatres in the two countries.

"Branch managers attributed attainment of these initial week's high marks in no small measure to co-operation of the 117 members of the 38 territorial exhibitors' 'Al Lichtman Testimonial' co-sponsoring committees, as well as to the abnormal activities of 111 salesmen and 114 bookers and their assistants among the 1,289 branch employes," the company stated.

European Market

(Continued from page 1)

activities of Samuel Goldwyn, Spyros P. Skouras, president of 20th Century-Fox, and Gary Cooper. Executives such as Goldwyn and Skouras, he added, not only sell their own product while abroad, getting wide newspaper coverage, but also sell Hollywood films in general.

Reiner attributed the growth of competition abroad to the increased production in various countries and the flock of foreign imports, especially American films. He said it would be wise for American distribution firms to be more selective in the product they export, explaining that it is the big pictures which give a good account for themselves while the smaller ones fall by the wayside. He said the more ordinary pictures eat away the playing time that would go to a bigger picture and thereby decreases the potential revenue of the latter. He added that the large line-up of American product also increases distribution costs. Dubbing, too, he said, is an expensive item in many countries and it is costly on pictures which do not do well.

As indicated by initial returns, Reiner continued, "Hans Christian Andersen" appears to be the biggest grosser of Goldwyn Productions since the "Best Years of Our Lives."

Reiner said that 3-D films have not made as big a splash in Europe as they have in the United States and as far as wide-screen innovations are concerned, most exhibitors over there have a "show me" attitude.

Yugoslavia

(Continued from page 1)

take effect on Oct. 1 when the present Yugoslav contract runs out, will guarantee convertibility of $253,000 of earnings from U. S. films distributed in Yugoslavia during the coming year.

The Department recently gave a $2,500 contract to Cavalcade Films, and on July 1 signed a $21,000 contract with United Artists. A contract with the Selznick Releasing Organization ran out on Aug. 1 and a contract with RKO Radio is running out this fall. All of these contracts are for Yugoslavia.

Television--Radio

with Pinky Herman

EX-PRESIDENT Harry S. Truman will make his TV (commercial) debut on Ford Foundation TV-Radio Workshop's second program (Sept. 20) of the new 26-week series which NBCommences next Sunday at 3:30-4:00 P.M. He'll highlight opportunities that lie ahead for the country's youth. Ex-President Herbert Hoover may likewise be signed for an appearance on this series at a later date. Burgess Meredith will emcee the series. . . . And "Mr. Peepers" NBTreks in Sunday, too. . . . Internationally known explorer and naturalist and president of 21st Century Productions, Col. John F. S. Fletcher, has announced the opening of new offices in Washington, D. C., to specialize in forum and panel type discussion films for TV. . . . Benton & Bowles and NBC will toss a reception in honor of Loretta Young next Tuesday at the Waldorf-Astoria highlighting the Hollywood glamour gal's new TVehicle, "Letter to Loretta," which bows in Sunday, Sept. 20, at 10:00 P.M. . . . Mike Wallace and his charming wife, Buff Cobb, have been re-signed for another year by CBS. . . . The WABDelightful "20 Questions" moves from Fridays to Mondays at 8:00 P.M. beginning with next week's stanza.

☆ ☆ ☆

Audience reaction on his recent 18,000-mile concert tour proved so enthusiastic that Fred Waring will again have studio audiences when, CBStarting Sunday, Sept. 27th, the "Fred Waring Show" resumes for General Electric with Cy Pitts producing and Byron Kelly directing. . . . Hamilton watches will sponsor Sovereign Films' telefilm series, "Your Jewelers' Showcase," on alternate Tuesdays over WABD starting next week in the 10:30 P.M. slot. Program is produced by Gil Ralston. . . . "The honeymoon is over," says ork pilot Harry Sosnik, "when he waits for the elevator in the lobby instead of running up the stairs." . . . Jerry Fairbanks will seek to restrain Filmcraft Productions from using his Multican simultaneous filming and sound recording system with multiple cameras on the "Groucho Marx Show," unless proper arrangements for its use are made. . . . Agnes Moorehead makes her TV debut in Revue Production's forthcoming telefilm, "The Humming Bird," currently in work at Republic Studios. . . . Gallant, n'est ce pas? We're referring to Renzo (The Continental) Cesana, who last week was one of the judges seeking to crown Miss Shorehaven-1953 at Mal Deitch's Shorehaven Beach Club. He voted each of the 64 girls "in first place" and when fellow judges asked howcome he replied, "I can't help it—to me all girls are the most beautiful."

Fred Waring

☆ ☆ ☆

Benedict Gimbel, Jr., prexy of the Pennsylvania Broadcasting Co., will be host to about 50 television broadcasters from at least 10 states in the East, South and Middle West, who will meet at the WIPhiladelphia building to discuss utilization of subscription (pay as you see) TV in relation to the economic and programming problems facing UHF broadcasters. . . . Versatile Eddie Pola, who formerly produced Dinah Shore's radio programs and also Alan Young's radio and TV shows on the Coast, has recently returned from a two-month vacation in England where he used to pen tunes for British flickers. Eddie has settled down in Westchester and will resume as TV producer here. . . . Musical comedy star Paul Hartman embarks on a new phase of his career when, ABCommencing Friday, Oct. 2, he stars in a new situation-comedy series, "Pride of the Family." Former screen star Fay Wray, after a 10-year retirement, will portray his wife in the program co-sponsored by Bristol-Myers and Armour & Co.

☆ ☆ ☆

LOTSA DOTS . . . Bill Bendix and the "Life of Riley" NBTroupe, return to the TV scene Friday, Sept. 18 at 8:30 P.M. for the same sponsor, Gulf Oil Corp. . . . Paul Denis, en route to the coast to do some profiles for fan pubs, postcards from the Sands in Las Vegas to inform us that the city "has gone mad about TV stars" and that "Skelton, Berle, Peggy Lee, Herb Shriner and Red Buttons are currently wowing them." . . . Ed Conne, new v.p. with Prockter Television Enterprises, headed for a several weeks' business trip East, returning to Hollywood middle of next month.

Ed. Small

(Continued from page 1)

executive vice-president, who until recently was sales management executive of Ziv Television Programs, Inc.

TPA, which is already in full operation, said it has hired 75 per cent of its Coast-to-Coast sales force and is now handling product, "permitting for profitable operation from the outset," according to a company statement.

"TPA came about," said Gordon, "when Mr. Small and I both agreed that now was the time for independent TV producers to have a strong distribution organization."

Advisor to United Artists

Gordon, a Chicagoan, is also financial advisor to United Artists and has his own investment company. He was until last March vice-president and trouble shooter for Walter E. Heller & Co., Chicago financiers. Gordon is said to have had a hand in the reorganization of United Artists. In 1950, he went to England and arranged what was said to be the first split-hemisphere motion picture financing deal, which resulted in the film, "African Queen."

TPA is said to be negotiating for new TV series films featuring motion picture stars.

Management and 'IA' Gird for Pact Talks

HOLLYWOOD, Sept. 7.—With IATSE locals expected to demand wage increases, changes in their health and welfare plan, and establishment of a pension fund to be maintained by employers, and with studio managements known to be interested in curtailments rather than expansion in labor scales as in all other costs, the bi-ennial contract negotiations scheduled to begin Tuesday are regarded as promising longer, harder bargaining, both ways, than has been normal since the present era of labor-management peace began in 1946 following settlement of the studio strikes.

Although technically each IATSE local negotiates its own terms, IATSE International representative Roy M. Brewer has headed union representations during recent years, sometimes with IATSE president Richard Walsh sitting in on the final meetings. Whether he will come West for the present negotiations was not known here at the weekend.

Filmakers Entering Production for TV

HOLLYWOOD, Sept. 7. — Filmakers Corporation, independent producing company releasing theatrical pictures through RKO, over the weekend disclosed its entry into television-film production, beginning with a series of 39 half-hour adventure films entitled "Ports of Call." Ida Lupino, partner in Filmakers; Joan Fontaine and Edmond O'Brien will star in the series, which Comet Television Films will distribute.

Takes 3 Ala. Houses

GADSDEN, Ala., Sept. 7.—W. J. Hatfield, Oak Ridge, Tenn., exhibitor, has acquired three theatres here: the Ranch Drive-in, the Tower Theatre and the Grove Drive-in. Jimmy Kirby, former booker at U-I, will do the booking for the group.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 49 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 9, 1953 TEN CENTS

U.S., Canadian 3-D Theatres Total 3,815

Survey Covers 31 U.S. And 4 Canadian Areas

Installations of 3-D equipment in 31 U. S. exchange areas and four Canadian territories total at least 3,815, national checkup reveals. The latest tabulation shows that Chicago, which is the third largest distribution territory, has fewer installations than Boston, Atlanta, Dallas, Detroit, Los Angeles and Washington. Chicago, to date, lists 140 installations, or five less than the Detroit area which has 145 equipped theatres.

The New York territory still leads in the number of 3-D equipped houses with 450, followed by Los Angeles with 380 and Dallas with 241. Washington is a close fourth with 227.

The city-by-city survey in other territories shows the following number of possibilities for 3-D bookings at this time:

Boston, 187; Atlanta, 170; Phila-

(*Continued on page* 4)

$4½-Million For U.A. Ads

A record $4,500,000 to $5,000,000 will be expended in all forms of advertising during the next 12 months in behalf of United Artists' all-time-high program of 48 feature releases, it was disclosed here yesterday by vice-president Max E. Youngstein.

Youngstein's announcement followed the publication yesterday of the announcement by William J. Heineman, vice-president in charge of distribution, that United Artists would release 48 features during 1953-54, of

(*Continued on page* 4)

Quigley in Toronto For 'Queen' Judging

Martin Quigley, publisher and editor-in-chief of MOTION PICTURE DAILY and "Motion Picture Herald," left here for Toronto last night, where he will preside today as chairman of the panel of judges which will choose the top Canadian entries in the international showmanship competition, sponsored by the J. Arthur Rank Or-

(*Continued on page* 4)

Survey Shows U.K. Theatre Attendance Down 5% in Year

By PETER BURNUP

LONDON, Sept. 8. — A five per cent decrease in motion picture theatre attendance here during the first quarter of this year compared to the first quarter of 1952 is reported in the Board of Trade Journal, to be published tomorrow.

Admissions for the quarter ending March 28, 1953, numbered 328,471,000, which compares with 345,596,000 for the corresponding quarter last year. The figure for the 1953 period is 7.8 per cent ahead of the previous quarter, the final quarter of 1952, when a total of 304,819,000 admissions was reported.

However, the Journal points out

(*Continued on page* 2)

Washington to Be 6th with Cinerama

WASHINGTON, Sept. 8. — This will be the sixth city in the country to show Cinerama, it was disclosed by George A. Crouch, Stanley Warner Theatres zone manager.

He said the Warner Theatre here would close on Sept. 26 to undergo extensive renovation in preparation for showing Cinerama. The theatre is expected to have its Cinerama opening on or about Nov. 1. The new process will be presented on a reserved seat policy with a matinee and evening performance on weekdays, and three complete shows on Saturdays, Sundays and holidays. The Metropolitan will replace the Warner as the circuit's Washington showcase.

Annual Colosseum Meet on Oct. 9-11

NEW ORLEANS, Sept. 8.— Members of the Colosseum of Motion Picture Salesmen from across the nation will gather here at the Jung Hotel for their ninth annual convention, a three-day affair starting Friday, Oct. 9. E. E. Shinn, Southern vice-president and local sales representative for Paramount; Robert Ressommes, president of local Lodge No. 2 and sales representative for RKO Radio, and H. P. Mosely, secretary-treasurer and M-G-M salesman, are in charge of arrangements. In accordance with reservations pouring in they are anticipating one of the largest assemblages in the annals of the organization. Ray Wild, national president, will be here from Dallas to preside over the meeting.

New Salesmen Pact Talks Start Here

Negotiations for a new contract for film salesmen were launched here yesterday in meetings held by members of the distributors exchange operations committee and David Beznor, general counsel for the Colosseum of Motion Picture Salesmen. The sessions were held at the Universal Pictures home office. The conferences lasted throughout the day. At a previous meeting among the principals in White Sulphur Springs, W. Va., the distributors rejected the salesmen's demands for a

(*Continued on page* 4)

Commack Drive-in, L.I., to Take Bout; $14.40 Per Car

The Commack Drive-in Theatre, Commack, L. I., has booked the telecast of the Marciano-LaStarza heavyweight title bout, it was disclosed here yesterday, the first drive-in publicly to join the Theatre Network Television line-up.

The Commack, which falls just beyond the 50 mile "black-out" zone from the Times Square area, has already sold 500 tickets for the Sept. 24 event. Tickets are selling at $3.60 per person, including tax, or $14.40 per car, with the capacity of the car limited to four persons. The 500 tickets were sold solely on the strength of periodic announcements over the drive-in theatre's public address system heralding the telecast of the bout, it was stated.

The Commack, which is operated by Saul Lerner, has leased General Precision Laboratories theatre TV equipment for the New York Polo Grounds match, it was stated. Pro-

(*Continued on page* 7)

CBS Urges Adoption Of NTSC System

WASHINGTON, Sept. 8. — The Columbia Broadcasting System today urged the prompt adoption of the National Television System Committee color standards by the Federal Communications Commission despite the view that at the present time the proposed method for color television broadcasting meets only five of the

(*Continued on page* 7)

Holiday Swells Box-office of N.Y. 1st-runs

'Here,' 'Roman,' Martin And Lewis Set the Pace

The Labor Day weekend swelled New York first-run grosses to sturdy heights, with "From Here to Eternity," "Roman Holiday" and Dean Martin and Jerry Lewis on the Paramount stage chalking up outstanding business.

At the Capitol, a terrific $150,000 is seen for the fifth week of "From Here to Eternity," following a weekend business of $83,000. This record-breaking picture is steadily marching toward the $1,000,000 mark at the Capitol, with a gross of about $765,000 estimated for the first five weeks.

"Roman Holiday" at Radio City Music Hall is doing fine, with a big $165,000 forecast for the second week. At the Paramount, an excellent $142,000 is seen for the second and final week of Martin and Lewis on stage,

(*Continued on page* 7)

New One-Strip 3-D System

Matthew Fox has invited 300 top representatives of producers, distributors and exhibitors, as well as trade and lay press to witness the first public showing today of "Moropticon," a new single film process for three-dimensional pictures. The showing will take place at the RKO 86th Street Theatre here in New York.

"The new process may render obsolete the present 3-D processes which require two strips of film, two cameras and two projectors in theatres," said

(*Continued on page* 4)

Rank Organization In Pola-Lite Deal

S. G. Fassoulis, president of the Pola-Lite Co., has closed a deal with the J. Arthur Rank Organization in England for the distribution of Pola-Lite 3-D glasses and the start of manufacture in the United Kingdom.

Fassoulis stated that True View Ltd., in England has been licensed to manufacture and that True View's

(*Continued on page* 4)

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, left New York by plane over the weekend for Munich, Germany.

•

Lou Brown, advertising and publicity manager of Loew's Poli-New England Theatres, and Mrs. Brown have returned to New Haven from Virginia Beach, Va.

•

Sylvia Racine, of the 20th Century-Fox home office publicity department, has announced her engagement to Ben Safran.

•

Charles Schlaifer, advertising agency head, will return here from Europe today aboard the "S. S. Andrea Doria."

•

Tom Grace of the Eastwood Theatre, East Hartford, Conn., has returned there from Maine and New Hampshire.

•

Montague C. Morton, United Artists managing director in London, arrived yesterday from England.

•

Maury King, of King Brothers Productions, has left Hollywood for Munich, Germany.

•

Harold Wirthwein, Allied Artists executive, will leave Hollywood today for Phoenix, Ariz.

•

Frank Ross, 20th Century-Fox producer, has arrived in New York from Hollywood.

•

John Kumler, pioneer exhibitor of Toledo, is under treatment at Mercy Hospital in that city.

•

Morris Safier, independent West Coast distributor, has arrived in New York from Los Angeles.

Coast Union Average $116 Weekly in July

HOLLYWOOD, Sept. 8.—Studio craft union workers averaged $116.91 weekly earnings in July, which compared with $118.30 averaged in June, according to the monthly report of the California Division of Industrial Relations. The average work week was 42.2 hours in July; 42.4 in June.

Over-all employment of Hollywood workers covered in the foregoing figures totalled 11,400 in July, which was up from the 1953 low of 10,300, touched in May, but substantially below the 14,100 registered in March.

Award for 'Fugitive'

"Little Fugitive," produced by Morris Engel and Ray Ashley, has been selected for a "Silver Lion Award" at the Venice Film Festival. It was the only U. S. film to be so honored. No "Golden Lion" was awarded this year because, according to the six-man, all-Italian jury, the quality of the best entries was too nearly equal to allow such a distinction.

Story Still Vital, Seaton Declares

Stress should be retained on the story element in a picture, despite the new technical innovations, producer George Seaton maintained here yesterday at a trade press conference at Paramount's home office.

Seaton, who arrived here for conference relating to his latest Paramount release, "Little Boy Lost," co-produced with William Perlberg, said that a good story still draws customers. Seaton said that in his talks with exhibitors throughout the country it was felt that after the public has accepted the new technical advancements, it's the story that either makes or breaks a picture.

As to future plans, he said the next Seaton-Perlberg feature will be "Bridges of Toki Ri," filming on which is expected to start soon after Jan. 1. Following that, "The Country Girl," is slated for filming with Perlberg as producer and Seaton handling the script adaptation. "The Country Girl," he added, will star Bing Crosby and Bill Holden. Holden has been selected for one of the main roles of "Bridges of Toki Ri," which will be filmed with Paramount's new wide angle lens and which will utilize stereophonic sound. Seaton said he planned to return to the Coast today.

Allport Flying Here From London Today

LONDON, Sept. 8.—F. W. Allport, Motion Picture Association of America representative here, will leave for New York by plane tomorrow for a combined business and vacation visit of at least eight weeks. Allport is expected to confer on his arrival in New York with Eric Johnston, MPAA president, as a preliminary to the formal negotiations on a new Anglo-American film remittance agreement, scheduled for Sept. 21 in Washington.

Miss Maurey Busy

A wide range of radio and television activities has been arranged by Paramount for Nicole Maurey, co-star of Bing Crosby's "Little Boy Lost." Miss Maurey arrived here yesterday from the Coast. She appeared on two radio shows and one TV program yesterday and is scheduled to appear on CBS' "Strike It Rich" TV show, the Tex and Jinx broadcast, the Nancy Craig television show and the Vincent Lopez program today. She will appear with Adolph Zukor, Paramount board chairman, on the Ed Sullivan TV show Sunday night. The picture opens at the Rivoli on Sept. 21.

Board Meeting Saturday

HOLLYWOOD, Sept. 8.—The board of directors meeting of Monogram Pictures Corporation and Allied Artists will be held Saturday morning at company headquarters in the studio.

Declare Loew's Dividend

Directors of Loew's have declared a dividend of 20 cents per share on the common stock, payable Sept. 30 to stockholders of record on Sept. 15.

U.K. CinemaScope Deals Await 'O.K.'

LONDON, Sept. 8.—Deals reliably reported to have been set for the manufacture of CinemaScope equipment by members of the Rank Group are subject to approval by the Treasury and the Board of Trade.

Under the deals worked out by Spyros Skouras, 20th Century-Fox president, Taylor, Taylor and Hobson will produce anamorphic lenses and British Acoustic will turn out stereophonic sound heads. Stableford and the Andrew Smith Harkness concerns, both associated with Rank, will make Miracle Mirror screens.

Film Stock Changes Reported by SEC

WASHINGTON, Sept. 8.—Elmer C. Rhoden has increased his holdings in National Theatres, according to reports to the Securities and Exchange Commission.

Rhoden reported buying 2,000 common shares in his own name, boosting his personal holdings to 18,800 shares, and he also bought 2,000 shares through the Rhoden Investment Co. Rhoden also controls 4,400 shares through the Garden City Investment Co. and 1,325 shares through Boot Hill Investment Co.

John B. Bertero reported buying 1,000 shares of National Theatres common, his total holdings. Peter Colefax bought 200 shares to increase his total to 1,700 shares, while B. F. Giles bought 200 shares, his entire holdings.

Y. Frank Freeman reported buying 400 shares of Paramount Pictures common for a total of 800 shares. Charles C. Moskowitz bought 1,000 shares of Loew's common for a 5,500 share total. Harry Warner reported selling 5,000 shares of Warner Brothers common, while Jack L. Warner bought 5,000 shares. Harry Warner was left with 117,600 shares in his own name and 8,000 through trust accounts, while Jack Warner raised his total to 231,099 shares in his own name plus 12,750 shares through trust accounts.

The SEC report also noted that DECCA had exercised 37,500 warrants for Universal common shares and had bought another 36,900 shares, boosting its holdings to 544,575 shares.

Jules Levey Returns Today from Europe

Jules Levey, independent producer, will return from Europe today on the "S. S. Constitution," following a three-month survey of industry conditions on the Continent. It was reported here yesterday that he will have several important announcements to make upon his arrival.

Levey stated before his departure from here three months ago that he planned to produce one or more pictures in Europe this fall and that he intended to look over production facilities during his overseas trip.

U.K. Survey

(*Continued from page* 1)

that the final quarter normally is lower than the first quarter of the following year. Also, the year's first quarter normally is the highest.

The report estimates gross box office receipts for the first 1953 quarter at £27,793,000 ($77,820,400), which was four per cent more than for the last quarter of 1952.

The average admission price increased from 20.2 in the last 1952 quarter to 20.3 in the first 1953 quarter. The Journal points out that entertainment tax receipts suggest that the second quarter of 1953 possibly will show an increase in admissions over the quarter now reviewed and may indicate a slight check in the declining trend of previous years.

The increased box office receipts reflect increased payments into the Eady Fund and entertainment tax collections. The former amounted to £703,000 ($1,968,400), and the latter to £9,564,000 ($26,779,200), and they represent, respectively, 2.5 per cent and 34.4 per cent of the gross receipts.

Net receipts were reported at £17,526,000 ($49,072,800), eight per cent higher than the last quarter of 1952 and only 2.9 per cent lower than the first quarter of 1952. The exhibitors' share, £11,372,000 ($31,841,600), shows a 7.2 per cent increase over the last quarter of 1952.

The Journal's figures cover 4,562 theatres, or 99.3 per cent of those known to be in operation, and having a seating capacity of 4,195,000.

A weekly analysis reveals a decline in average weekly receipts from £500 ($1,400) per theatre in September, 1951, to £460 ($1,288) in March, 1953. Nearly 50 per cent of the theatres had gross receipts of £300 ($840) per week or less last March. The number of theatres grossing more than £1,500 ($4,200) weekly dropped from 4.8 per cent of the total in September, 1951, to four per cent in March, 1952.

The study shows that tickets costing less than one shilling and one penny ganed slightly in popularity.

Total gross film rentals in 1952 amounted to £23,823,000 ($66,704,400), comparing with £23,305,000 in 1951 and £23,474,000 in 1950.

The Journal reports that the number and area of sound stages in production use in March, 1953, were the highest of record since the statistical studies of the industry were begun in May, 1950.

The figures for the first time reported the closing and opening of theatres, showing that, contrary to American experience, the net decline in operating theatres over the past 18 months, was only 16 theatres.

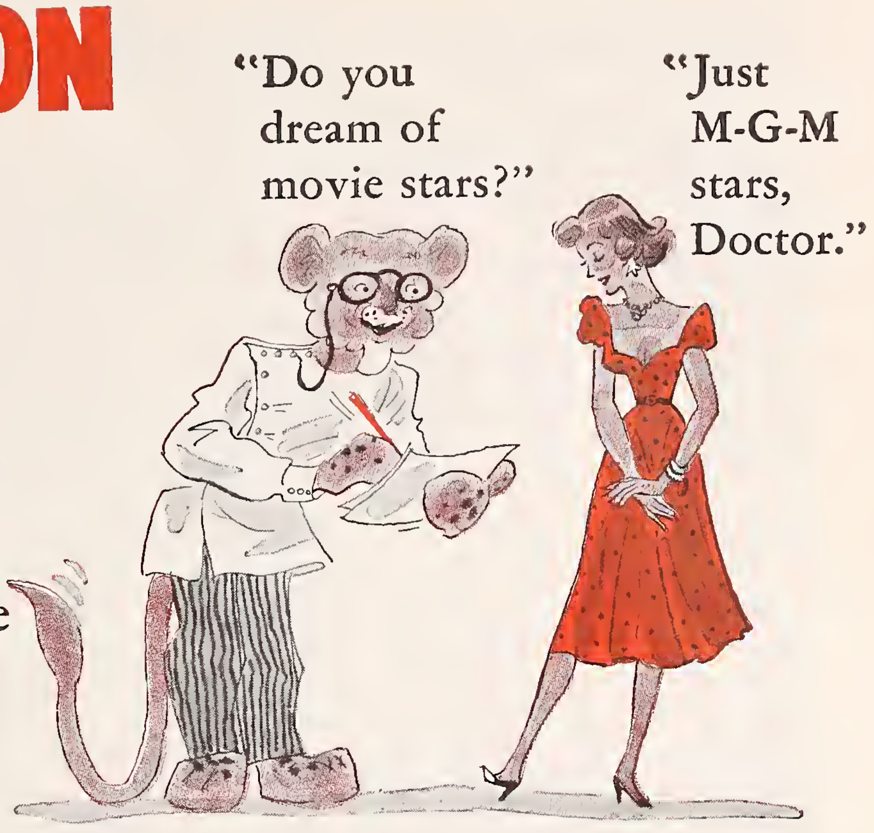
Ideal Studios Burned

Ideal Studios, built 55 years ago atop the Palisades overlooking the Hudson River, was destroyed yesterday afternoon by fire. The original owner was Vitagraph, followed by Warner Brothers, Pathe and National Screen. Pearl White and Mary Pickford starred in films made there.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

DR. LEO'S REPORT ON THE AMERICAN FEMALE! (And females all over the world)

From 9 to 90 the ladies will love these great M-G-M pictures screened last week at M-G-M's "SEE FOR YOURSELF" Conference in California. SEE FOR YOURSELF at the nation-wide Trade Shows. No woman could resist these M-G-M Big Ones:


"Do you dream of movie stars?"
"Just M-G-M stars, Doctor."

"MOGAMBO"—Girls from 9 to 90 get Technicolor goose-pimples at the battle of the sexes, as well as at the battle of the gorillas. Better than "King Solomon's Mines." Clark Gable, Ava Gardner are sensational. Filmed on safari in Africa, greatest of them all!

"KISS ME KATE"—Those famed love songs by Cole Porter that make the ladies swoon are even more romantic in M-G-M's BIG Technicolor production of the famed stage hit of two continents. Kathryn Grayson, Howard Keel *(those "Show Boat" sweeties)* ecstatically reunited. Sure-fire feminine!

"ALL THE BROTHERS WERE VALIANT"—Oh! how the ladies will love this swashbuckling Technicolor adventure spectacle. Brother against brother for a beautiful bride. Whale hunts, South Sea romance, pearl fortunes—its got everything! Star power: Robert Taylor, Stewart Granger, Ann Blyth.

"TAKE THE HIGH GROUND!"—High, wide and handsome Ansco color entertainment starring Richard Widmark, Karl Malden and beautiful new favorite Elaine Stewart. Mothers, sisters, sweethearts will watch this stirring, funny story of their lads in the training camps with fascinated enjoyment.

"ESCAPE FROM FORT BRAVO"—Feminine hearts will flutter when a Southern belle secretly helps the escape of prisoners and yields to romance. Ansco color wilderness backgrounds. Savage Apache sequence. William Holden, gorgeous Eleanor Parker, John Forsythe and cast of hundreds.

"TORCH SONG"—The star beloved by all women Joan Crawford co-starring with Michael Wilding follows her "Sudden Fear" triumph with a powerful romance in which the man you'd least expect her to fall in love with gets under her skin. Joan for the first time in Technicolor is marvelous!

"EASY TO LOVE"—A holiday treat that every guy will *have* to take his gal to see. It's Esther William's top Technicolor attraction, musically joyous, brilliant in spectacular wonders. Filmed in Cyprus Gardens, Florida in the magnificent M-G-M manner. Van Johnson and Tony Martin both in love with Esther!

"RHAPSODY"—No woman could resist this powerful love story of the musical world, with its Continental backgrounds, filmed in Technicolor. Elizabeth Taylor as the wealthy girl who *must* dominate her men. New star Vittorio Gassman and stage star John Ericson as the men desperately in love.

PLUS MORE M-G-M BIG ONES! AND THE MEN WILL BE EQUALLY SOLD!

3-D Theatres

(*Continued from page 1*)

delphia, 132; St. Louis, 132; Pittsburgh, 109; Charlotte, 105; Minneapolis, 103; Cincinnati, 102; New Orleans, 100; Oklahoma City, 100; Buffalo, 97; Cleveland, 95; Albany, 80; Kansas City, 76; Des Moines, 71; Denver, 70; Indianapolis, 65; Jacksonville, 62; Omaha, 59; Milwaukee, 63; New Haven, 58; Toronto, 50; Salt Lake City, 43; Portland, 41; Memphis, 39; Seattle, 34; Montreal, 23; Vancouver, 20; Calgary, 8.

Pola-Lite Deal

(*Continued from page 1*)

plan for turning out lens material is now ready for mass production. G. B. Drayson, Member of Parliament, is managing director of True View.

The deal with the Rank Organization places foreign distribution of Pola-Lite 3-D glasses through the Rank subsidiary, G. B. Kalee, Ltd., of which Richard de Jong is managing director. The Rank company's deal gives it distribution in the United Kingdom, the Continent, Latin and South America, and other British possessions. The deal was arranged through Rank's chief executive, John Davis.

The Pola-Lite all-plastic frames will be manufactured in England by the British Xylonite Group, England's largest plastic manufacturer, Fassoulis stated. In America, National Film Service, headed by James Clark and Chester Ross, handles domestic distribution of the glasses.

15 'Scope Showings Are Set for Europe

Fifteen additional CinemaScope demonstrations for European exhibitors and the press in 10 countries have been set by 20th Century-Fox, the company revealed here yesterday- The new medium will be shown this month in Sweden, Denmark, Germany, Norway, Finland, Switzerland, Belgium, Austria, Italy and France.

The Scandinavian premiere will be held today at the Rigoletto Theatre in Stockholm. Introduced to German exhibitors in Frankfurt last month, CinemaScope was presented last week in Hamburg and will be shown in Berlin within two weeks.

Md. Censor Laws Are Challenged Again

BALTIMORE, Sept. 8. — Maryland laws authorizing censoring of motion pictures are "unconstitutional, null and void" was the charge made in an appeal filed in City Court after a ruling by the Maryland State Board of Censors.

The Constitutionality of Chapter 390 of the Acts of 1922 is being challenged by Lighthouse Enterprises, Inc., distributors of the film "The Story of Bob and Sally." Through counsel the distributor appealed from the Censor Board's refusal to approve certain medical reels connected with the feature. The board held that the reels are "indecent."

Last week, Lighthouse Enterprises filed another appeal from the board's action, but in the meantime the board reviewed the film and affirmed its prior position.

Reviews

"Vicki"

(*20th Century-Fox*)

THIS remake of 20th-Fox's hit melodrama, "I Wake Up Screaming," released in 1941, has, in its new version, Jeanne Crain, Jean Peters, Elliott Reid and Richard Boone in the top roles. The picture bears a high professional polish, but beneath its gloss it emerges as standard melodrama, moderately exciting.

The stars do their best, but Dwight Taylor's screenplay, based on the novel by Steve Fisher, seems to be full of loopholes and devices for simply delaying what everybody knows will be the inevitable climax. Of the stars, Richard Boone is most effective as the villain of the piece, a fanatic, ugly-looking police lieutenant who tries to frame an innocent man for the murder of a model who had spurned the lieutenant's affections.

The film opens with the murder of Miss Peters, a lovely waitress who has been built up into one of New York's top models by a publicist, Elliott Reid. Approximately the first half of the film is in flashbacks, with the chief suspects—Reid, Miss Crain (the victim's sister), and other acquaintances telling what they know of the murder and the victim. The second half relates to the efforts of Reid to clear himself from the tightening knot of circumstantial evidence being piled up by the frustrated policeman. Reid is, of course, successful with the help of his true love, Miss Crain.

Leonard Goldstein produced and Harry Horner directed the film whose best moments, oddly enough, are the flashbacks. The climax in the lieutenant's apartment, decked out with pictures and flowers as a sort of secret shrine to the murder victim, approaches the absurd.

Supporting the stars are Casey Adams, as a cafe society columnist; Alex D'Arcy, as a lightfooted matinee idol who also loved the murder victim, and Aaron Spelling, as an idiot-boy hotel clerk whose love for the model was positively fatal.

Others in the cast are Carl Betz, Roy Engel, Parley Baer, Stuart Randall, Russ Conway, Jack Gargan, Frank Gerstle, Billy Nelson, John Dehner, Richard Garland, Ramsey Ames, Frank Fenton, Izetta Jewel, Helene Hayden, Harry Seymour, Irene Seidner, Robert Adler, Charles Wagenheim and Al Hill.

Running time, 85 minutes. General audience classification. For October release.

Quigley in Toronto

(*Continued from page 1*)

ganization, for the best campaign for "A Queen Is Crowned."

Other judges in the contests are: Ray Lewis, publisher and editor, "Canadian Moving Picture Digest"; Hye Bossin, managing editor, "Canadian Film Weekly"; H. T. Venning, president of the Association of Canadian Advertisers, and Athol MacQuarrie, managing director of the A. C. A.

Winning Canadian entries will be forwarded to England where they will be judged by an international panel. Cash prizes will be awarded national winners and three top international winners will receive additional cash and a two weeks' all-expense-paid vacation in London.

Services Today for RKO's Otto Madsen

Funeral of Otto Madsen, 66, RKO Radio branch operations auditor and employee of the company for 40 years, who died Saturday at his home in Floral Park, L. I., after a long illness, will take place this morning from the Dalton Funeral Chapel, Floral Park. He will be buried in Greenfield Cemetery in Hempstead.

Madsen went to RKO through company mergers dating back to the old Mutual Film days. He was a member of the Motion Picture Pioneers. He is survived by his widow, Mrs. Gertrude Madsen, a son, Stanley, and a daughter, Dorothy.

Nick Humm Dead

CHICAGO, Sept. 8.—Nick Humm, 55, RKO city booker here who had been with the company for 31 years, died of a heart attack on Friday evening. He is survived by his widow and 12-year-old son. Funeral was held this morning.

Salesmen Pact

(*Continued from page 1*)

10 per cent wage increase and a minimum of $12 a day for expenses.

The existing contract was extended for 60 days and, under the terms of the extension agreement, salary increases and expense allowances which may result from the parleys will be retroactive to Feb. 17.

IATSE and AMPP Start Talks Today

HOLLYWOOD, Sept. 8.—IATSE negotiations for wage increases and other benefits get under way tomorrow afternoon, in association with Motion Picture Producers represented by Vice-President Charles Boren and the major-studio labor committee, and with the IATSE, represented by business agents of its component locals and Roy Brewer or Richard Walsh or both.

Walsh, who arrived today, and Brewer, who had offered his resignation two weeks ago, were in private discussion late today, believed to concern Brewer's continuation as international representative in charge here.

Brandt Leases Lane

The Lane Theatre, in uptown Manhattan, has been leased by Harry Brandt, head of Brandt Theatres, from the owner, Morris Lane, who operated it for the past 20 years. Brandt will install wide-screen and 3-D equipment. Berk and Krumgold were the brokers in the deal.

Leon Leaving U-I

PHILADELPHIA, Sept. 7. — Joseph G. Leon, branch manager for Universal-International and with the company for 22 years, has announced his resignation from the firm to go into the real estate business

One-Strip 3-D

(*Continued from page 1*)

a company statement, adding: "The heavy cost of the old systems has been one of the factors in limiting present theatres now equipped for 3-D."

Fox will explain to the trade audience details of the new process developed in Europe by Borros Morros, Hollywood producer, who has been working on "Moropticon" in a Vienna laboratory for the past three years.

The world patents covering the single camera production, laboratory and printing on one film strip and single-camera projection in theatres are owned by a company called All Dimensions, Inc., of which Morros is chairman of the board, and of which Fox is president and chief executive officer. Richard Morros is vice-president.

A new Hollywood film, specially processed for "Moropticon," is being flown from California today for the initial showing which will also include excerpts from an especially-photographed 3-D film. "The new process claims to obviate the need for many of the studios' and theatres' technical requirements for 3-D films, but requires the use of 3-D polarized glasses," it was said.

Morros has returned to Vienna to supervise production of equipment to be made immediately available for all theatres in the United States following which European theatres will be covered.

United Artists Ads

(*Continued from page 1*)

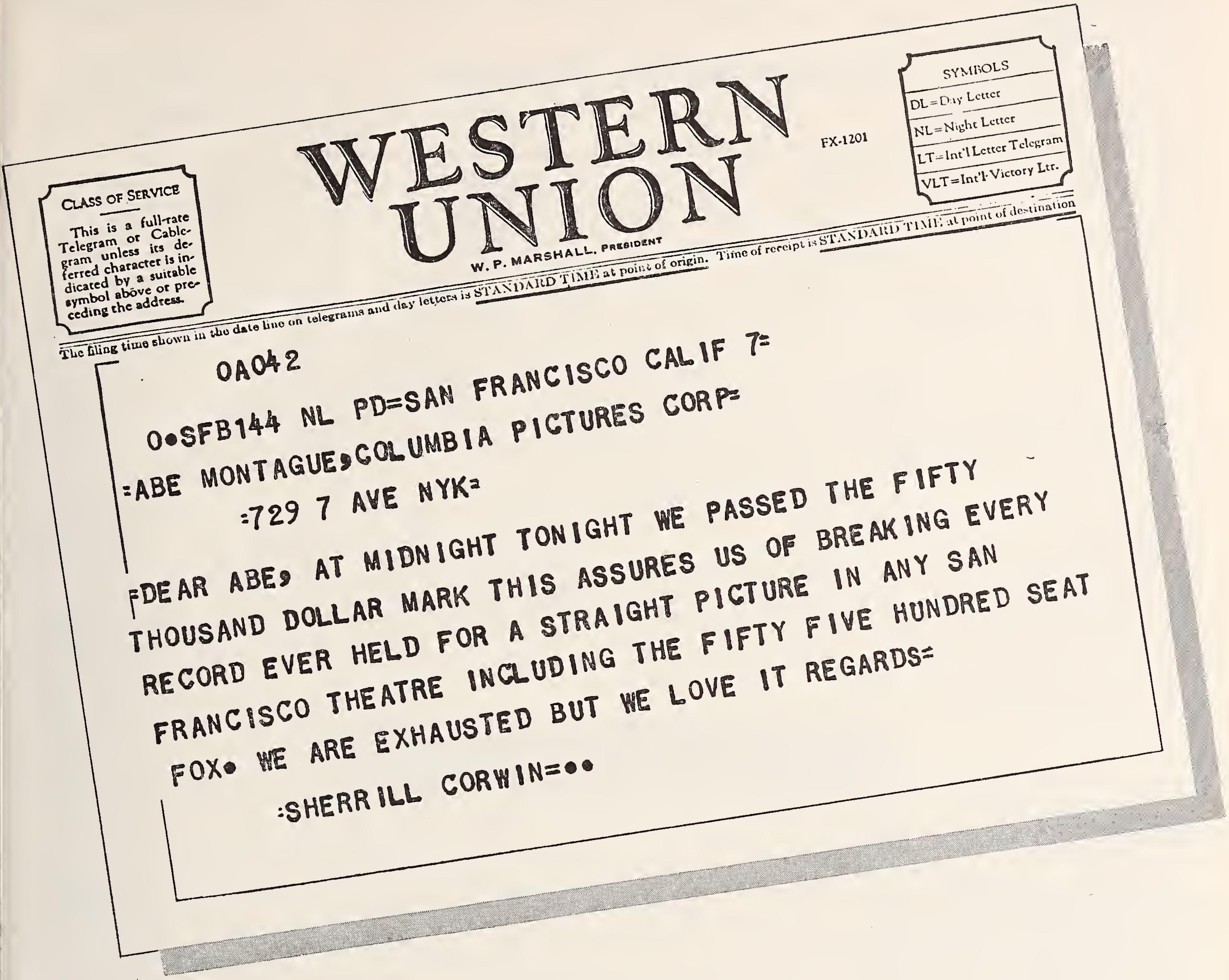
which 32 would be in color, at least six in 3-D, one in CinemaScope and as many in wide-screen and stereophonic sound as exhibitor demand requires.

The advertising program, under the supervision of Francis M. Winikus, national director of advertising, publicity and exploitation, puts an increased emphasis on television and radio expenditures beyond anything United Artists has budgeted for those media in the past. Also included in the record advertising schedule are cooperative newspaper and national magazine advertising.

The program dovetails with Youngstein's address to the three-day United Artists national sales conference held in New York last week. Youngstein told the conference: "To bring the company's record program of top releases to the public, we have put together the strongest pre-selling set-up United Artists ever has had," adding "we are able to give every picture the selling campaign each deserves (and) will be able to promote every film to the fullest, getting each before the public through every promotional medium and for the longest time possible."

Censorship Aided by Baltimore Catholics

BALTIMORE, Sept. 8.—Plans for a campaign against what was termed "the growing assaults on film censorship" were laid here today at a meeting called by leaders of Catholic organizations in the Baltimore archdiocese. Delegates to the meeting, which was called by John Bauerschub, state deputy of the Knights of Columbus, proposed to "plan an active program to safeguard Maryland against indecency in motion pictures."



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

OA042

O•SFB144 NL PD=SAN FRANCISCO CALIF 7=

=ABE MONTAGUE, COLUMBIA PICTURES CORP=

=729 7 AVE NYK=

=DEAR ABE, AT MIDNIGHT TONIGHT WE PASSED THE FIFTY THOUSAND DOLLAR MARK THIS ASSURES US OF BREAKING EVERY RECORD EVER HELD FOR A STRAIGHT PICTURE IN ANY SAN FRANCISCO THEATRE INCLUDING THE FIFTY FIVE HUNDRED SEAT FOX• WE ARE EXHAUSTED BUT WE LOVE IT REGARDS=

=SHERRILL CORWIN=••

Columbia's

FROM HERE TO ETERNITY

National Pre-Selling

"ROMAN Holiday's" ingratiating new star, Audrey Hepburn, adorns the cover of "Time's" current issue. Appearing in the same issue is an informative story of Audrey Hepburn's debut into the amusement field.

Director Billy Wilder who is slated to direct Audrey's second film, "Sabrina Fair" contents himself with a prophecy: "This girl, single-handed, may make bosoms a thing of the past."

●

The Anamorphic Age in motion pictures will be introduced to the public on Sept. 17, according to an ad for "The Robe," in the New York "Times."

●

"White Christmas" star, Rosemary Clooney, is the cover girl on "Redbook's" Sept. issue. The issue also has a cover story of Paramount's new musical star, illustrated with photographs in full color.

●

Edgar Allan Poe's morbid masterpiece, "The Tell Tale Heart," is casting its baleful spell in a seven-minute film based on Poe's story, done entirely with animated drawings by U.P.A., reports the reviewer in "Life's" current issue. "Life" says "as a pioneering attempt to adapt cartoon technique to serious drama, 'Tell Tale Heart' may well be a movie landmark." The story of the killer who brought about his doom because he thought he heard his victim's heart, is narrated in sepulchral tones by James Mason.

●

"Sailor of the King," "Affair With A Stranger," and "Arrowhead" are among the pictures recommended in the September issue of "Woman's Home Companion."

●

"From Here to Eternity," was reviewed in the "Movie Highspot" section of "American Weekly's" Sept. 6 issue. Beautiful colored photographs made on location in Hawaii illustrated the review.

●

"Beat the Devil's" producer and star, Humphrey Bogart, reports on his first venture as a producer in "Look's" current issue.

Bogart says, "When John Huston and I were living in a wretched hut in Africa, sweating out 'The African Queen,' somebody lent me a novel called 'Beat the Devil.' I told Huston he was sure to like it, since it was about a gang of dissolute bums. Let's buy it, I suggested to Huston.

"Two years later, after I raised the dough and bought the book, Huston and I found ourselves in Southern Italy being driven to Ravello to start work on the picture."

Co-starring with Bogart in "Beat the Devil" is Jennifer Jones and Gina Lollabrigida.

●

A striking, full color turn-about ad on "Return to Paradise" appeared in the Sept. 6 issue of "Pictorial Review."

●

"Mogambo," "Plunder of the Sun" and "Return to Paradise" are reviewed in the September issue of "Seventeen."

●

"Roman Holiday," "Melba" and "White Witch Doctor" are some of the pictures recommended by Ruth Harbert in "Good Housekeeping's" September issue.

WALTER HAAS

In the THEATRE

Equipment World . . .

. . . *with RAY GALLO*

"IMPROVED HOLLYWOOD" is the name of a new cabinet-style popcorn machine developed by Cretors Corp., Nashville. Special features of the unit include an automatic push-button seasoning pump, a three cubic foot elevator well for extra storage of popped corn, and filtered forced-air heat circulation. An advantage of the heating system, the company points out, is that the hot, dry air keeps popped corn crisp even under adverse humidity conditions and popped corn left over at the end of the day can be carried over, emptied into the elevator well until the following day and then reheated. The new pump delivers the correct amount of seasoning oil directly into the kettle automatically at the push of a button on the control panel, thus assuring a uniform product and relieving the operator for other duties.

●

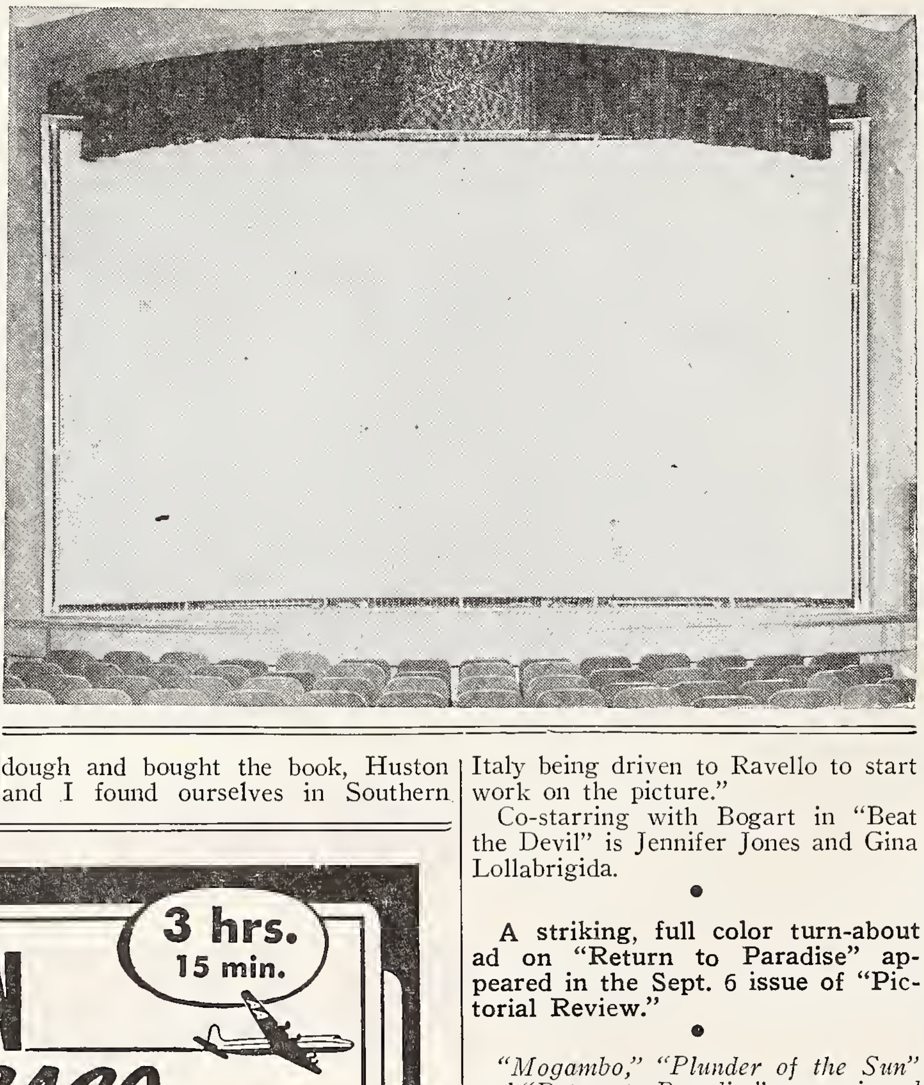
A special eight-page bulletin containing information about the installation of CinemaScope in theatres has been issued to members of its technical field staff by the Altec Service Corp., New York, according to an announcement by E. O. Wilschke, operating manager of Altec. The company worked with 20th Century-Fox in supervising industry demonstrations of the new process which preceded the current theatre installations.

●

Walter B. Guinan has rejoined Bigelow-Sanford Carpet Co., New York, as contract sales manager of Bigelow Rugs and Carpets, according to Robert W. Howison, general sales manager. At the same time it was announced that Robert W. Neall, who has been in charge of the company's contract sales since 1930, has been appointed director of Carpet Counsel, an advisory service for users of public space carpet.

●

The seamless wide-screen developed for its "all-system" theatre equipment package by the Ballantyne Co., Omaha, was demonstrated at the Admiral Theatre, Omaha, as shown below. The screen surface is produced by spraying an aluminum and plastic coating in which the plastic base is constituted to prevent oxidation of the aluminum. The screen can be fully installed in the theatre within three to five hours, according to the manufacturer.



Vitapix Makes Deal for 26 For Home TV

Plans to produce 26 feature films for television and possibly for motion picture theatres, too, were disclosed here jointly by Vitapix Corp. and Princess Pictures, Inc. The films, it was stated, will be shown first on television.

Frank E. Mullen, Vitapix president, and Burt Balaban, president of Princess Pictures, said that the 26 productions will bring the "stars of movies to the TV screen immediately upon completion of production." The stars listed in the announcement for whose services Balaban has negotiated include: John Ireland, Alexis Smith, Joanne Dru, John Hodiak, Dennis O'Keefe, Peggy Ann Garner, Dana Clark, Jeffrey Lynne, Don Ameche and Jackie Cooper.

Will Distribute Abroad

Vitapix Corp., a film syndicate owned by leading independent television stations, will distribute these films to its share-holding stations and will make them available to TV stations in other than U. S. markets. Robert M. Wormhoudt, executive vice-president of Vitapix, said that in addition to the exclusive TV distribution, Vitapix also has the distribution rights for theatres. Wormhoudt acknowledged, however, in response to a question that the television showing will decrease the market value of the features to theatres.

Balaban explained that the films will be produced both as full length features and in 54-minute versions, so that television stations will have the choice of either running the film as a feature film or as a one-hour program. The schedule calls for the 26 features to be filmed continuously by a production group of 198, including actors, directors, technicians, screen writers, cameramen and other personnel.

The films will be based on original scripts, it was stated, and the names of Hollywood directors and screen stars, other than those already disclosed, will be announced in the next few weeks. Both Mullen and Balaban said that some of the pictures will be produced in color in view of the recent action of the Federal Communications Commission in speeding up color broadcasting.

Vitapix also revealed that twenty top TV stations had already signed contracts for the showing of these new films.

Golden to Europe

Herbert Golden, film and television financial adviser for Bankers Trust Co. Rockefeller Center branch, will leave here for Europe today on a combined business and vacation trip. Golden will visit London, Paris, Madrid and Rome during his month's stay abroad, looking into entertainment financing projects for the bank.

'U' Preferred Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.06 per share on the 4¼ per cent cumulative preferred stock, payable on Dec. 1 to stockholders of record on Nov. 16.

AMERICAN to CHICAGO
3 hrs. 15 min.
NONSTOP EVERY HOUR ON THE HOUR
From 8:00 a. m. to 7:00 p. m.

Fight Telecast

(*Continued from page 1*)

vision is being made for 10,000 temporary seats, in addition to an extra field to accommodate the influx of cars, it was learned. The announcement said that the picture will be projected on a screen five stories high, measuring 58 by 42 feet. The drive-in currently accommodates from 900 to 1,000 cars, it was stated.

In the meantime, it was learned that TNT has received applications from 42 drive-in theatres seeking to carry the fight. The "blacked-out" areas and those situations already covered by conventional theatres have narrowed the field somewhat. However, a delay has been experienced in line clearances from the American Telephone and Telegraph Co., which, to date, has only cleared a half dozen situations. A TNT spokesman expressed hope that the delays on AT&T clearances will be eradicated shortly.

WASHINGTON, Sept. 8.—The Marciano-La Starza fight theatre telecast on Sept. 24 has been booked for the Warner Theatre here. As yet, other Washington theatres with theatre TV facilities have not indicated any interest in the telecast.

CLEVELAND, Sept. 8.—The Marciano fight telecast will be shown at both the Hippodrome and the S-W Allen.

BALTIMORE, Sept. 8.—The Stanley Theatre here, seating 2,900, will take the Rocky Marciano-Roland La Starza closed circuit telecast fight Sept. 24. Arrangements have been made to sell both the balcony and orchestra on a reserved-seat basis, at $3.60 including tax.

MPTV Promotes Cole To Head Coast Sales

John J. Cole, for the past 18 months Midwest manager of Motion Pictures for Television, Inc., has been named manager of West Coast sales by E. H. Ezzes, vice-president and general sales manager. Cole will make his headquarters in Los Angeles.

Prior to his association with MPTV Cole was an account executive for the DuMont Television Network at its Pittsburgh station, WDTV.

Holiday Hikes Grosses

(*Continued from page 1*)

coupled with "Plunder of the Sun" on the screen. "Island in the Sky" opens there today, with Guy Mitchell headlining the stage show.

"This Is Cinerama" at the Warner Theatre enjoyed one of its biggest weekends, with a neat $49,000 registered for the 14th week, which ended Sunday. "Vice Squad" at the Globe is due to hit a fine $27,500 for its second week, while "Stalag 17" is holding up strongly at the Astor, with $30,000 indicated for the tenth week. "The Moon Is Blue" at the Victoria and the off-Broadway Sutton is doing good business, with $30,000 and $10,200 due for the ninth week in the respective theatres.

The 3-D "I, the Jury" at the Criterion is expected to do a nice $29,000 for its third week. Another third dimensional film, "Wings of the Hawk" at Loew's State is predicted to gross a fair $18,000 for its second and final week. "Return to Paradise" will premiere at the State tomorrow. The Roxy, which will close on Sunday to prepare for the opening of "The Robe" on Sept. 16, is forecast to do a fairly good $80,000 for the 10 days. Currently, the attraction is "Mr. Scoutmaster," coupled with the pre-release preview of "Vicki." The regular ice show ended last Sunday.

"Sword" in Third Week

At the Rivoli, a satisfactory $17,000 is indicated for the third week of "The Sword and the Rose." "Little Boy Lost" will open at the Rivoli on Sept. 21. "Fair Wind to Java" at the Holiday is doing moderately well, with $11,000 seen for the second week. A healthy $22,500 is seen for the fourth week of "The War of the Worlds" at the Mayfair.

Among off-Broadway houses, a fine $14,500 is forecast for the fourth week of "The Cruel Sea" at the Fine Arts. Another excellent grosser is "Beggar's Opera" at the Baronet, with $11,200 indicated for the second week At the Normandie, a very nice $6,400 is predicted for the fourth week of "So This Is Love." "The Village" will be the Normandie's next attraction, opening Sept. 22. The two-a-day "Julius Caesar" is due to rack up a strong $12,000 for its 13th week. "The Seven Deadly Sins" at the Paris hit a good $7,800 for its 17th week, which ended Sunday.

Dwight Long's 'Tanga Tika' Next at the Sutton Theatre

"Tanga Tika," feature in color filmed in Tahiti, will be the next attraction at the Sutton Theatre here. Produced, photographed and directed by Dwight Long, the film was two years in the making and features an all-native cast.

"Eternity" Hits Records On Out-of-Town Dates

"From Here to Eternity" is setting new records in its out-of-town engagements, Columbia Pictures reported here yesterday. In San Francisco, the 2,400-seat Orpheum set a new local mark with the picture for a straight film policy by grossing more than $50,000 in six days.

The Oriental in Chicago, according to Columbia, had an opening day of $12,000, rolling up a $67,000 gross for the first five days. This compares with $28,000 which "The Jolson Story" took in during a Christmas week. "Eternity" pulled $18,000 in its second week at the Beach in Atlantic City after a $22,000 opening week. The second week figure does not include the Labor Day weekend.

First week figures, not including the holiday weekend, include the Midland, Kansas City, $25,800; Loew's Indianapolis, $22,000; Orpheum, Tulsa, $13,800, and the Trans-Lux in Washington, $22,000. Columbia reported that the Riverside, Milwaukee, grossed $26,000 in its first four days, and the same figure for four days at the Madison in Detroit. The State in Providence grossed $28,000 in five days.

Holiday Weekend Ups Grosses in Chicago

CHICAGO, Sept. 8.—The big holiday weekend business has boomed grosses to new highs here, with "From Here to Eternity" breaking all records at the Oriental, grossing $70,000 for the first five days of its run and apparently headed toward a first week of $90,000 or better.

Other strong new entries here are "The Band Wagon," which should top $38,000 on the basis of its opening four days, at the McVickers, and "Second Chance," racing to a $70,000 or better in its initial week at the Chicago. Among the holdovers, "Stalag 17" will wind up a good two-week run at the State Lake with a hefty $27,000 on the second stanza and "The Moon Is Blue" still is holding above $20,000 at the Woods in its 11th week. "This Is Cinerama" continues to do capacity at the Palace.

CBS Urges

(*Continued from page 1*)

seven criteria set forth by the FCC.

In presenting comments to the FCC urging the prompt adoption of the new color television standards to replace the currently authorized field sequential system, Richard S. Salant, vice-president of CBS stated that CBS has always maintained that its primary and overriding interest is not in advancing its own color television system but rather in bringing to the public this "significant advance." In order to help accomplish this objective, he continued, CBS-Columbia, a subsidiary of CBS, Inc., in cooperation with CBS laboratories has designed and built color television receivers for the new NTSC system.

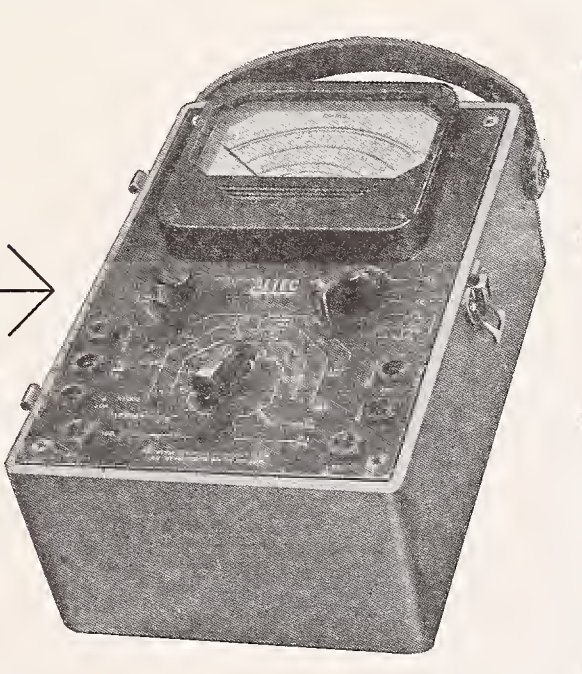
Today Is Deadline

Today was the deadline for protests against the compatible standards proposed by NBC and RCA and by an industry-wide color TV committee. Compatible color can be received in black and white on existing sets as well as in color on new sets.

FCC officials said that so far only one protest has been received, and they knew of no other protest on the way. Technically, any protest put in the mail today meets the deadline, even though it does not arrive at FCC headquarters until tomorrow or later.

If only one or two protests are received, chances are the FCC will not hold any hearings on the proposals, but merely brief oral arguments. If this procedure is followed, favorable action could be announced this year.

finest service to California on
"THE HOLLYWOOD"
Board United's famous one-stop DC-6 Mainliner to Los Angeles at noon, arrive at 7:55 p.m. Delicious United lunch and dinner aloft. Also "the Advance Hollywood" and "the Overnight Hollywood."
Local times quoted
UNITED AIR LINES

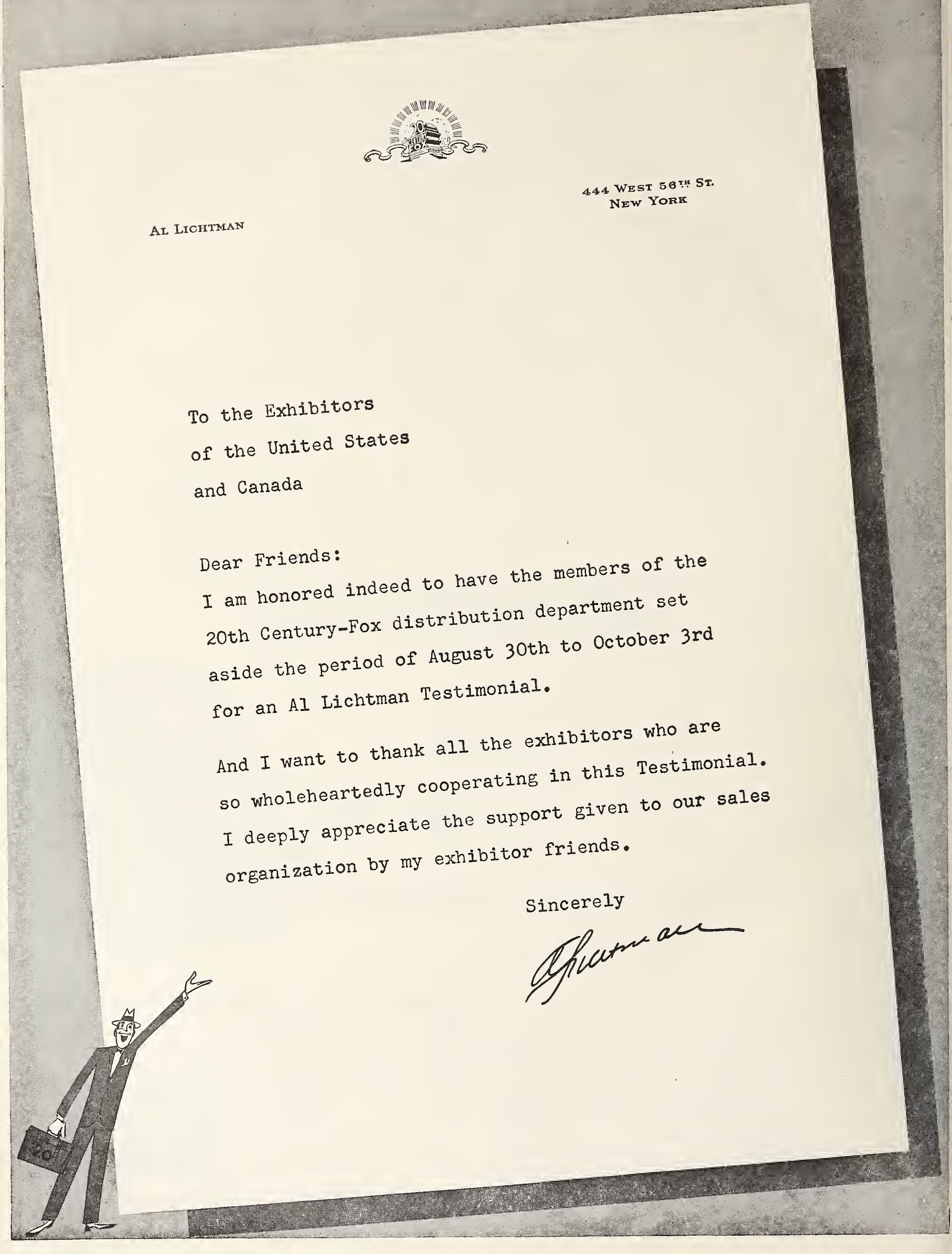


the right tool FOR THE JOB

Using the wrong tools or makeshift substitutes makes any job more expensive because it takes longer and the result may not be up to standard. The Altec Service meters are the right tools for the testing and servicing of your booth and sound equipment. They are carried by every Altec Service Man. These meters were designed in Altec's laboratories after years of experience in theatrical service. They represent an investment of thousands of dollars in engineering and manufacturing—an investment that saves you money because it helps your Altec Service Man to do his job right. Rely on Altec. It's the finest technical service for theatres.

161 Sixth Ave., New York 13, New York

ALTEC® SERVICE CORPORATION



444 West 56th St.
New York

Al Lichtman

To the Exhibitors
of the United States
and Canada

Dear Friends:

I am honored indeed to have the members of the 20th Century-Fox distribution department set aside the period of August 30th to October 3rd for an Al Lichtman Testimonial.

And I want to thank all the exhibitors who are so wholeheartedly cooperating in this Testimonial. I deeply appreciate the support given to our sales organization by my exhibitor friends.

Sincerely

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 50 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 10, 1953 TEN CENTS

New 3-D Single Film Process Unveiled Here

Results Very Good With Exception of Lighting

By MURRAY HOROWITZ

The new single film third-dimensional system, Moropticon, was unveiled here yesterday at the RKO 86th Street Theatre before an audience composed of distributors, exhibitors, producers' representatives and the trade press.

Besides a lighting deficiency, a defect ascribed to less than optimum shooting conditions, the demonstration was extraordinarily good.

Utilized for the demonstration was a single standard projector with a special Moropticon attachment and regular polarizing spectacles. Wardrobe scenes from "Kiss Me Kate" and shots made in New York utilizing the Moropticon single camera process were thrown on the theatre's 37 feet

(*Continued on page* 8)

Outlook for Spain, Holland Better Now

Favorable reports on Spain and the Netherlands were given here yesterday at a meeting of the board of directors of the Motion Picture Export Association, held at the Harvard Club, and attended by Eric Johnston, president.

Indications from Spanish representatives, it was reported, were that formal negotiations looking toward a new film agreement will start in November. In addition, it was said, Spanish representatives showed a desire to work out an interim arrangement pending agreement on a new

(*Continued on page* 8)

Lippert Is Holding 4 Regional Meetings

HOLLYWOOD, Sept. 9.—The largest cooperative trade press, newspaper and TV advertising campaign in the company's history was announced for "Sins of Jezebel" yesterday by Robert L. Lippert, in opening the first of four Lippert Pictures regional meetings on the forthcoming release of the Ansco color feature.

Lippert last night was host at a wide-screen showing of the Paulette

(*Continued on page* 7)

Lichtman Drive Off To 43.37% Increase In 20th Revenue

The first week of the "Al Lichtman Testimonial" sales drive developed a revenue 43.37 per cent higher than 20th Century-Fox's domestic weekly average for the preceding 36 weeks of this year, the company reported here yesterday in revealing official returns from 38 branches in the United States and Canada. The drive was initiated by the field force in honor of the company's director of distribution.

Home office officials, despite the record inauguration of the campaign, pointed out that a higher film rental was indicated for the second week because of the holiday weekend returns.

Division and branch managers' dispatches to the home office from the field disclose that practically every territory is heading for record-breaking business, with predictions that the drive will gain momentum with each succeeding week, the company reported.

Canada Exploitation Winners Selected

TORONTO, Sept. 9.—Judging of Canadian entries in the "International Showmanship Competition" took place at the Royal York Hotel here today. The judging panel consisted of Martin Quigley, editor-in-chief and publisher of Motion Picture Daily and Motion Picture Herald, who acted as chairman; Ray Lewis, editor of the Canadian Moving Picture Digest; Hye Bossin, managing editor of the Canadian Film Weekly; H. T. Venning, vice-president of sales of Shirriff's

(*Continued on page* 7)

Gives One Year for CinemaScope Swing

Within a year the entire industry will be shooting in the CinemaScope process, or an adaptation of it, Frank Ross, the producer of "The Robe," predicted here yesterday.

The producer of the first 20th Century-Fox CinemaScope production said the great thing about the process is not its size, but the participation the audience feels watching it. He

(*Continued on page* 8)

Mayer Reviews 'New Screen Techniques'

Arthur L. Mayer, veteran exhibition and distribution executive, author of "Merely Colossal," a history of the industry, and of numerous magazine and newspaper articles on subjects cinematic, reviews "New Screen Techniques" on Page 6 of this issue.

Of the new book on 3-D and wide screen systems, published today, Mayer says: "If we are to use these latest tools of our trade to the greatest advantage, enthusiasm must be accompanied by understanding. . . . Consequently, we are all deeply indebted to Martin Quigley, Jr., for the thoroughness and speed with which as editor and catalytic agent he has made the wisdom of the experts (in the new techniques) available to all of us."

To Complete Final TOA Convention Plans Tuesday

The Theatre Owners of America's convention committee will complete final plans for the association's 1953 convention and trade show at a meeting in Chicago on Tuesday, with David Wallerstein, convention chairman, presiding. In addition to committee members, the meeting will be attended by TOA president Alfred Starr; Herman Levy, general counsel; Howard Bryant, administrative director of the New York office, and Charles E. (Chick) Lewis, convention and trade show director.

The TOA trade show will be com-

(*Continued on page* 8)

Fund Raising Faces Will Rogers Board

Financing and fund-raising plans for the Will Rogers Memorial Hospital will be discussed at a luncheon-meeting of the hospital's board of directors in the St. Moritz Hotel here on Monday. Out of the session are expected to come a number of projects for the financial operation of the hospital.

One proposal for the annual "Christmas Salute" is for all persons in the

(*Continued on page* 8)

לשנה טובה תכתבו

1953 — 5714

Operating Plan Of Compo Top Agenda Item

May Elect Individual or Retain 'Triumvirate'

Retention of the three-man governing board of the Council of Motion Picture Organizations or the election of an individual to head up the organization are shaping up as top agenda topics at the forthcoming general meeting of COMPO leaders. The agenda of the sessions, which will be held here on Sept. 21-22, will not be formulated until the eve of the first meeting but it is reported that some elements within the COMPO ranks are pressing for a change in the top setup.

It is understood that a few industry personalities have indicated an interest in accepting the presidency of COMPO if the post should be offered. Because of the obvious smooth operation of the organization under the triumvirate, with Robert Coyne as special counsel, it is believed that there will be some stiff opposition to a change in policy by some factions if a

(*Continued on page* 8)

Zukor To Be Honored At Luncheon Monday

Paramount Pictures and its president, Barney Balaban, will be hosts to publishers and editors of the motion picture trade press at a luncheon Monday honoring Adolph Zukor on the occasion of the publication of his autobiography, "The Public Is Never Wrong," and the inauguration of the "Adolph Zukor Golden Jubilee Salute," 14-week sales drive commemorating Zukor's 50 years in the industry.

The luncheon will be held in the Paramount home office executive dining room. In addition to Balaban,

(*Continued on page* 7)

WB Buys 'Anastasia' For B'way Showing

Purchase of "Anastasia," current London stage hit, by Jack L. Warner for Broadway stage production this fall was announced yesterday by Warner Brothers. The story by Marcelle Maurette was adapted for the stage by Guy Bolton. Warner's production vice-president has returned here from Europe.

"Anastasia" is the latest in the list

(*Continued on page* 7)

Personal Mention

DARRYL F. ZANUCK and Mrs. Zanuck, now in Germany, will return to New York in time for the world premiere of "The Robe" at the Roxy here on Wednesday.

•

Frank C. Lydon, Allied Theatres of New England executive, has been named chairman of the theatre group in the mercantile division of the 1954 Red Feather Campaign of Boston.

•

Sidney Kramer, RKO Radio short subjects sales manager, will be in Washington from New York tomorrow.

•

Charles Taylor, manager of the Center-Mayfield Theatre, Cleveland, and Mrs. Taylor, have celebrated their 25th wedding anniversary.

•

Ernest Sands, Warner branch manager in Cleveland, was honored by the local Salesmen's Club at a luncheon in the Hollenden Hotel.

•

Robert L. Howell, manager of the Stanley Warner Port Theatre, Newburyport, Mass., has returned there from Danbury, Conn.

•

Jack A. Sanson, Manchester, Conn., city manager for Stanley Warner Theatres, has returned there from Pennsylvania.

•

Russell V. Downing, president of Radio City Music Hall, will leave here Saturday for Hollywood and the Northwest.

•

Sam Schneider, Warner vice-president, has returned to New York from Europe.

•

Samuel Cohen, United Artists foreign publicity director, has returned to New York from Europe.

•

Herman Levy, general counsel of the TOA, has been named town counsel of Hamden, Conn.

•

E. S. Gregg, vice-president and general manager of Westrex Corp., is in Hollywood from New York.

•

Anthony Kimmins, British director, will arrive in New York tomorrow from England.

Hispano Stage Shows Starting Tomorrow

The Hispano Theatre here will launch its Latin American stage show policy tomorrow in conjunction with a picture policy, William Taub, president and managing director, announces.

The opening bill will consist of Mario, Mexican comedian; Rene Touzet and his band and Ana Maria Gonzales. The world premiere of "Puerto Rico on the March" has been scheduled for a Sept. 18 premiere. The stage show will be headed by Chiquita and Johnson, Havana nightclub act, which made its America debut on Ed Sullivan's "Toast of the Town" TV show on Aug. 30.

Vistarama Series to Be Made Abroad

HOLLYWOOD, Sept. 9.—Plans for making "Festival in Salzburg," said to be the first true wide-screen motion picture to be actively scheduled for immediate European production, were finalized here as a co-production between Dudley Pictures Corp., Intercontinental Film Corp. of Germany and Eric Palmer Films, Inc.

This will be the first of a series of Vistarama co-productions planned by Dudley with European producers.

The Salzburg film, which will be shot in the Dudley Vistarama process utilizing the wide-screen anamorphic lens with its aspect ratio of 1 to 2.66, in addition to Eastman color and stereophonic sound, will be a musical comedy.

Palmer is currently conferring with Richard Goldstone, vice-president in charge of production for Dudley, on behalf of Intercontinental which has headquarters in Geisel Gastag, Munich.

Simonelli, Livingston To Meet on Coast

Charles Simonelli, Universal Pictures' Eastern advertising and publicity department manager, and Jeff Livingston, Eastern advertising manager, will leave New York today for Hollywood for meetings with studio executives on advertising and publicity plans on forthcoming product.

En route to the Coast Simonelli will stop off in Detroit for a discussion of world premiere plans on "The All-American" at the Broadway Capitol Theatre Sept. 23 and in Chicago to map advertising and publicity plans on forhtcoming openings in that area with Ben Katz, Universal's Midwest advertising-publicity representative.

They will return to New York in two weeks.

211-Theatre Opening For Warner's 'Wild'

SAN ANTONIO, Sept. 9.—Special world premiere at the Majestic Theatre here on Sept. 16 will kick off 211 theatre saturation openings of "Blowing Wild," the United States Pictures production for Warner Brothers, starring Gary Cooper, Barbara Stanwyck, Ruth Roman and Anthony Quinn. Cooperating theatres will cover four states—Texas, Oklahoma, Louisiana and New Mexico. Key cities in the area will be accorded concentrated television and radio spot campaigns in addition to newspaper advertising and publicity.

W. D. Phelan to Head 'Companion' Ad Sale

William D. Phelan, formerly advertising director of the San Francisco "Chronicle," has been named advertising sales manager of the "Woman's Home Companion." He will take over his new duties on Tuesday. At that time, R. B. Alexander, advertising sales manager of the magazine, will become director of sales coordination, and Earle G. Truax, formerly Eastern advertising manager, will take over the post of director of special sales activities.

Century Signs Up For '11' Events

Century Circuit's Marine, in Brooklyn, and Prospect, at Flushing, have signed to carry the projected Notre Dame football telecasts, it was learned here yesterday.

The Box-Office Television event will also be carried by Walter Reade's Asbury Park Theatre, it was stated.

Report No Progress On Salesmen's Pact

After two days of negotiations here on a new contract for film salesmen, no progress was reported here yesterday by the principals representing the distributors and the Colosseum of Motion Picture Salesmen. The conferences will recess today because of the Jewish holiday. The parleys will resume tomorrow.

The Colosseum's negotiating group is headed by David Beznor, general counsel, and a committee consisting of Paul Weiss, Minneapolis; Milton Simon, Chicago; Ray Wild, Dallas; Glen Heviland, Seattle, and Floyd Klingensmith, Pittsburgh.

Two-Week Disney Confab on Coast

Charles Levy, Walt Disney Eastern publicity director, will leave New York by train this morning, and Leo Samuels, worldwide sales manager, and Irving Ludwig, domestic sales manager, will leave by plane Sunday for the Coast where a two-week sales conference will be held on Disney's forthcoming "Rob Roy—The Highland Rogue."

The picture, with color in Technicolor, starring Richard Todd and Glynis Johns, was filmed this summer and is being prepared for release next year. The New York representatives will also confer with Roy Disney and other studio personnel on new short subjects and on special product.

Brewer Present as IATSE Talks Open

HOLLYWOOD, Sept. 9.—IATSE negotiations for increased wages and other changes got under way today at the headquarters of Association of Motion Picture Producers, with agenda as the first matter up for discussion. The fact that the IATSE international representative, Roy Brewer, sat in on meeting is interpreted as meaning president Richard Walsh has not yet taken action with respect to the resignation Brewer tendered a fortnight ago.

Although Walsh and Brewer were at the meeting all day yesterday, neither has vouchsafed comment.

Waller, Jr., Manager

SARASOTA, Fla., Sept. 9.—Mose Waller, Jr., is the new manager of the Trail Drive-in here, operated by Waller & Thomas.

Texas Cities Plan Gala Premieres For 'The Robe'

DALLAS, Sept. 9.—In a move to rival the world premiere of 20th Century-Fox's "The Robe" in New York next week, Robert J. O'Donnell, general manager of the Interstate circuit, today announced that the first CinemaScope production would be launched in his circuit with a "gala" premiere at the Palace Theatre here on Sept. 30.

Heavy Publicity Included

Elaborate campaign preparations to welcome the production will start next week and will be highlighted in coming weeks by billboard, transportation, newspaper, television and radio advertising. In addition, a number of regional events will be staged preceding the opening of the picture. A Hollywood-styled kick-off is planned, to which celebrities will be invited.

During the week of Oct. 8, "The Robe" will be similarly opened in Houston and San Antonio, while during the week of Oct. 15 Ft. Worth will hold a festive opening of the production.

Engineers to Meet Professor Chretien

Professor Henri Chretien, designer of "the first successful anamorphic lens that has now reached fruition in CinemaScope," will be in New York for the opening of "The Robe" on Wednesday and will be guest of honor at a Society of Motion Picture and Television Engineers' luncheon to be held at the Waldorf-Astoria on Tuesday. In announcing the luncheon, which will be attended by 100 or more technical leaders in the field of motion pictures, Herbert Barnett, president of the Society, stated that Professor Chretien wished to meet some of the engineers in this country who had made notable contributions to motion pictures.

Engineers and researchers whose names have been closely linked with 3-D, Cinerama, CinemaScope, and stereophonic sound recording will attend, along with officials of the SMPTE.

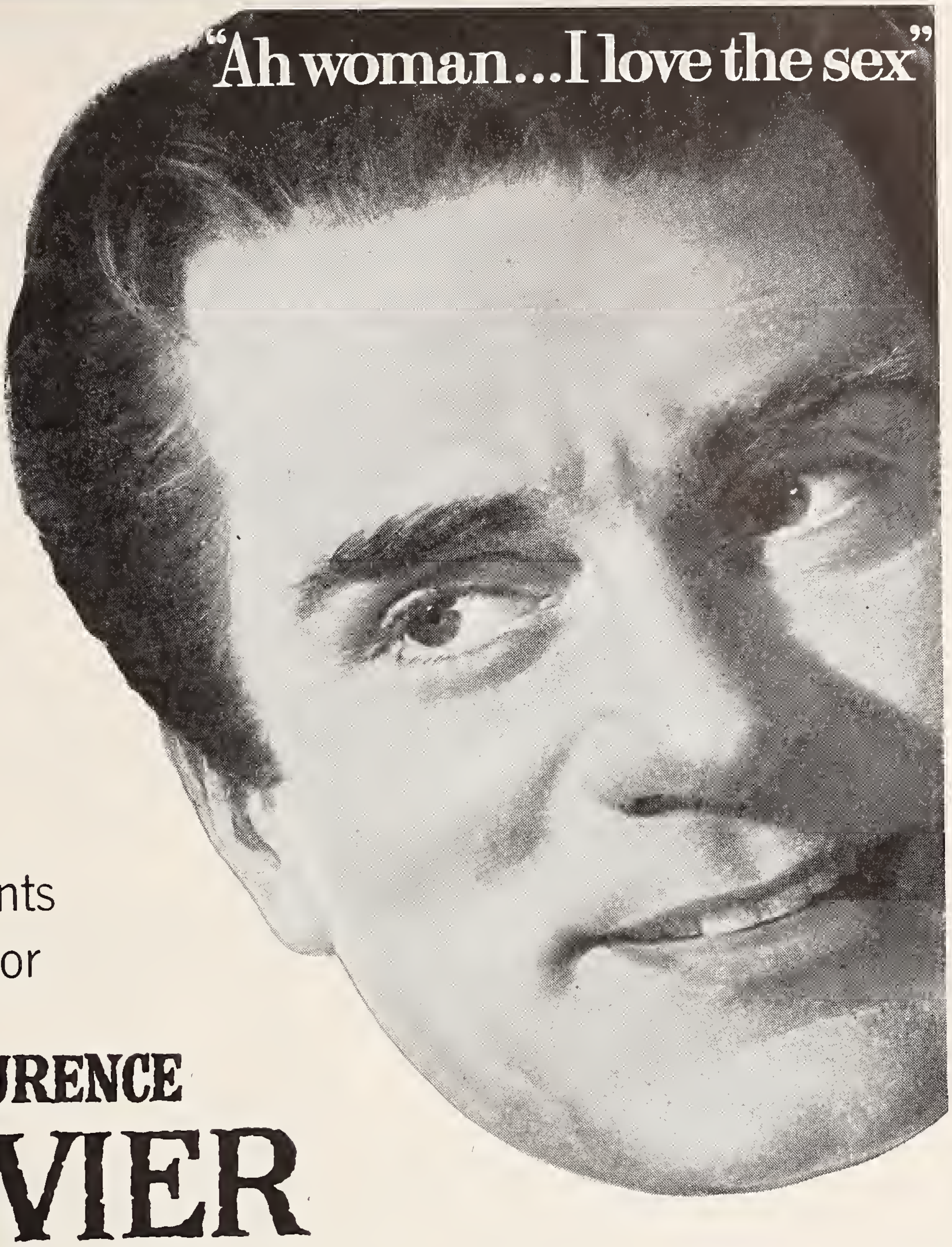
Professor Chretien will arrive in New York from France on Monday and will hold a press conference in his suite at the Hotel Warwick at 11:15 A.M.

Rackmil and Daff To Tour the World

Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president of Universal Pictures, will leave New York tomorrow for Rome on the first stop in a six-weeks trip which will take them around the world, returning to New York through Los Angeles in mid-October.

In addition to holding meetings with Universal's sales executives, the trip will provide Rackmil with an opportunity to meet some of the company's exhibitor customers. The schedule calls for Rackmil and Daff to visit Athens, Tel Aviv, Karachi, Bombay, Calcutta, Singapore, Jarkarta, Bangkok, Hong Kong, Manila and Tokyo.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


"Ah woman...I love the sex"

As its first engagement continues daily to break every record at the Baronet Theatre, N.Y. and as the publicity steadily mounts, **WARNER BROS.** are ready for selected engagements to begin shortly for

LAURENCE

OLIVIER

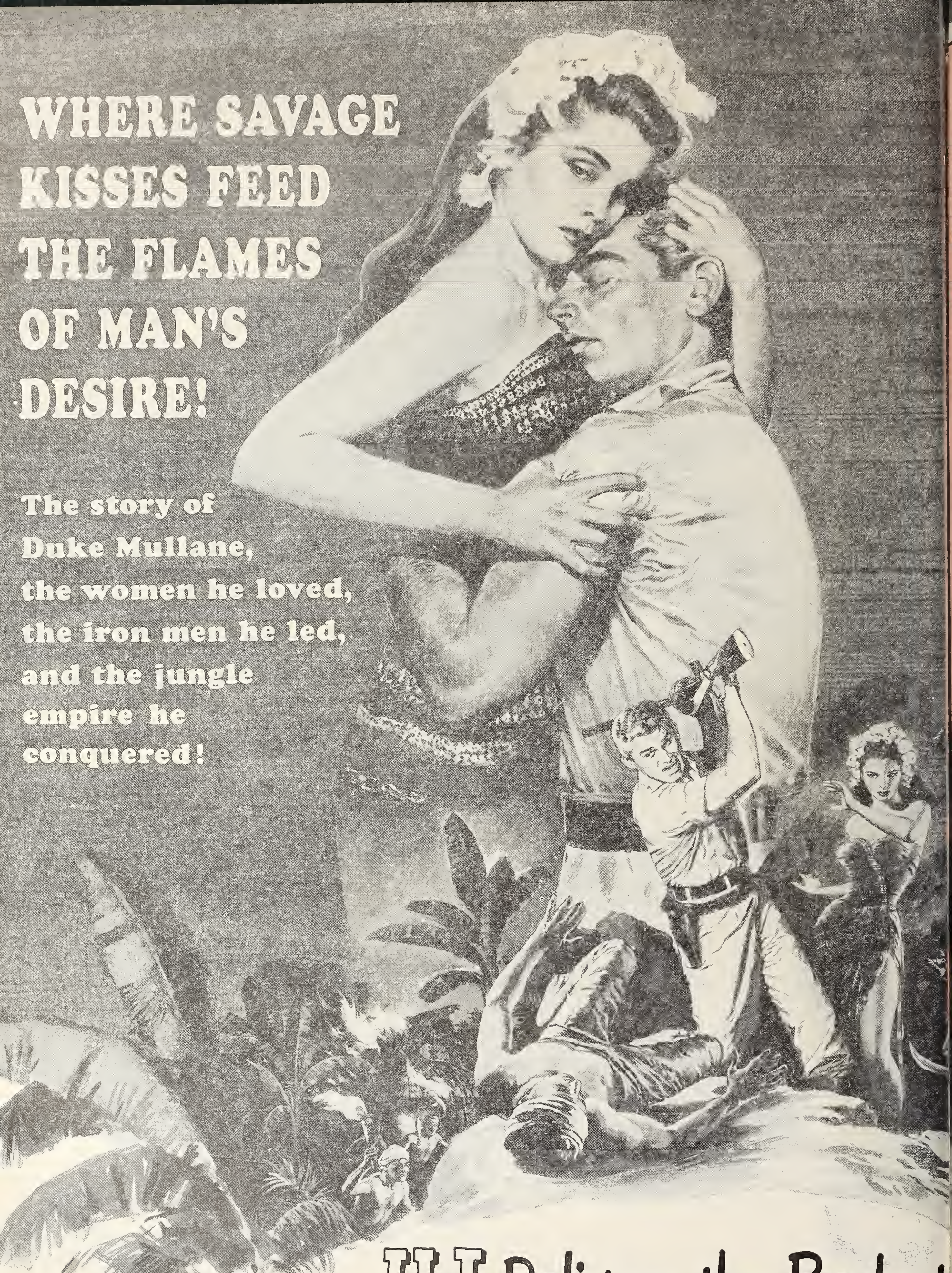
in the distinguished entertainment hailed far and wide as "a credit to film-making" *(N. Y. Times)*

"THE BEGGAR'S OPERA"

COLOR BY
TECHNICOLOR

BY JOHN GAY • ADAPTED BY CHRISTOPHER FRY
PRODUCED BY HERBERT WILCOX AND LAURENCE OLIVIER
DIRECTED BY PETER BROOK • DISTRIBUTED BY WARNER BROS.

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE SCREENS



WHERE SAVAGE KISSES FEED THE FLAMES OF MAN'S DESIRE!

The story of Duke Mullane, the women he loved, the iron men he led, and the jungle empire he conquered!

U-I Delivers the Product

Universal-International presents

JEFF CHANDLER

"EAST OF SUMATRA"

COLOR BY
Technicolor

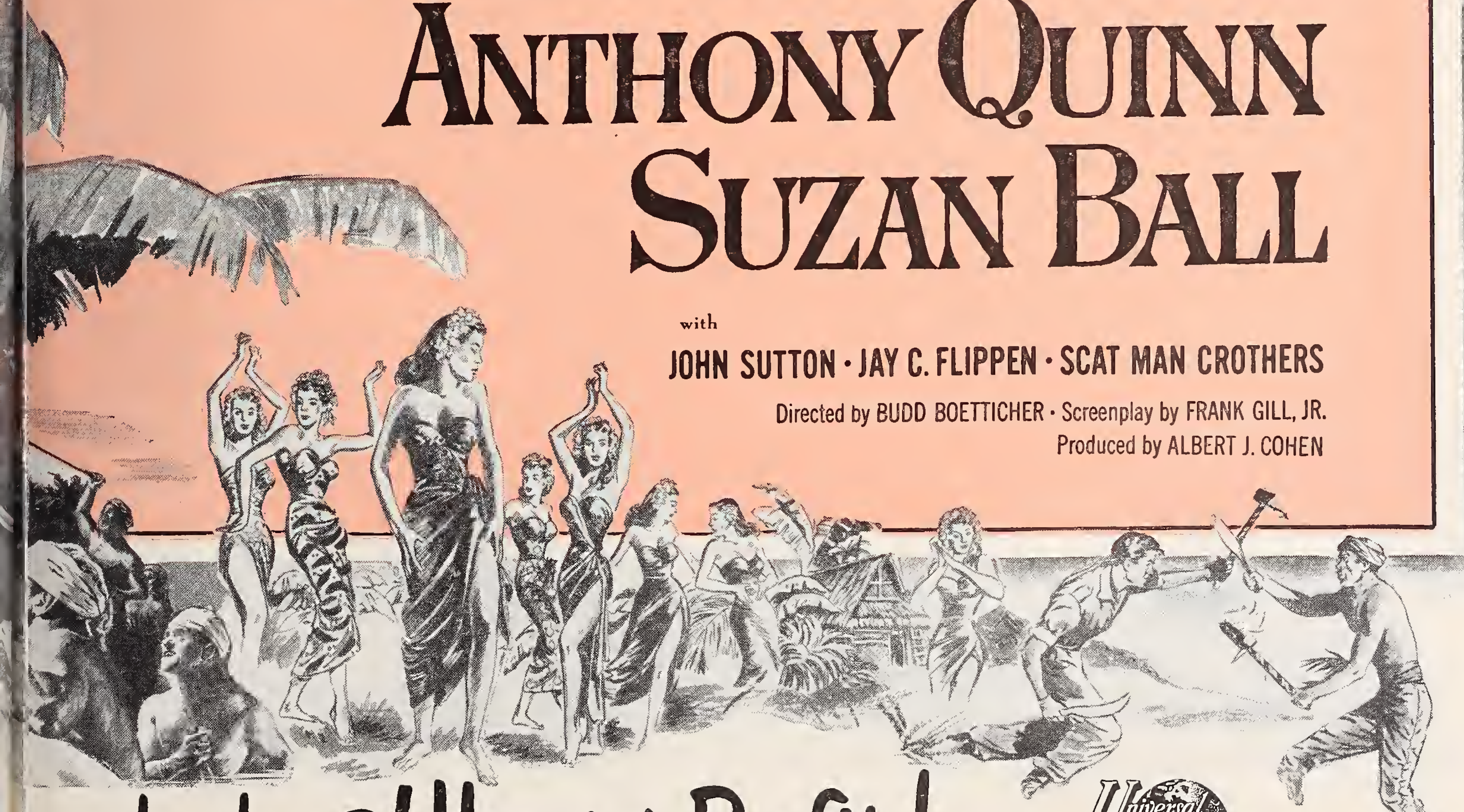
Co-Starring

MARILYN MAXWELL
ANTHONY QUINN
SUZAN BALL

with

JOHN SUTTON · JAY C. FLIPPEN · SCAT MAN CROTHERS

Directed by BUDD BOETTICHER · Screenplay by FRANK GILL, JR.
Produced by ALBERT J. COHEN



with the BUILT-IN Profit!

Universal International

NEW SCREEN TECHNIQUES

A Review By Arthur L. Mayer

NEW SCREEN TECHNIQUES
Edited by Martin Quigley, Jr. 208 pages. Illustrated. $4.50. New York: Quigley Publishing Company.

◆

THE discussion of three dimensional pictures has, until now, had little depth. There has been sound and fury over stereophonic sound but no high fidelity. It does not require the wisdom of the Hohokus Herald critic, any more than that of William Shakespeare to pontificate that "the play's the thing," but the best story falls flat if poorly told and the best flat picture conceivable could be improved by advances in cinematic and sound recording processes. The search for the perfect medium to tell the perfect story is endless, but the motion picture industry surely should be praised rather than derided, as it has been in some quarters, for its quest of exciting new techniques.

Untold Possibilities

The possibilities inherent in these techniques can no more be estimated solely on the basis of such early experiments as BWANA DEVIL or MAN IN THE DARK than the eventual production of films like FROM HERE TO ETERNITY or ROMAN HOLIDAY was suggested by the first feeble flickers, or musicals like BAND WAGON or GENTLEMEN PREFER BLONDES by the raucous "all-talking" pictures of the late twenties. Even though conservative eyes may find the 2.55-to-1 proportion of CinemaScope lacking in harmony, even though their ancient eardrums may be jarred by mobile sound, the fact remains that overnight these innovations, actually old in origin but new in application, have replaced evolution with revolution in our movie world. Once more moving pictures have resumed their supremacy as the major subject of polite, not to mention impolite conversation. Once again, thanks to the courage of men like Fred Waller, Milton Gunzburg and Spyros Skouras, our congenital optimism has returned.

Need Understanding

If, however, we are to use these latest tools of our trade to the greatest advantage, enthusiasm must be accompanied by understanding. We must know what has happened to past excursions into "grandeur" screens, anamorphic lenses and multi-channeled sound-on-film. We must have some comprehension of the scientific principles on which the latest processes are predicated. Above all, we must be aware of the problems and the opportunities which they create for producers, and the challenge that they offer to exhibitors and distributors for the up-to-date application of that old-fashioned showmanship on which the success of our industry was founded.

Cites Quigley

Consequently, we are all deeply indebted to Martin Quigley, Jr., for the thoroughness and speed with which as editor and catalytic agent, he has made the wisdom of the experts in 3-D, Cinerama, CinemaScope and stereophonic sound available to all of us. I urge that to save time you read this review no further but send the office boy, post haste, to the nearest bookstore for a copy of NEW SCREEN TECHNIQUES. The price is $4.50 and pictures at ten per cent of the gross would not be a better buy.

"Meaty" Contents

Obviously, it would be impossible except at substantial length to analyze and summarize the contents of all of the twenty-eight brief but meaty, interestingly illustrated articles which go to make up the 208 pages of NEW SCREEN TECHNIQUES. While you are waiting for the office boy to return, I shall consequently confine myself to merely listing in the space above the names of the distinguished contributors along with the titles of their articles calculated to serve as a trailer for this fine attraction.

The Contents

AFTER a preface by Dr. Alfred N. Goldsmith and an introduction by Martin Quigley, Jr., "New Screen Techniques" is divided into two parts, 3-D and wide screen. The second part has three sections: Cinerama, CinemaScope and other techniques.

PART I

Three Dimensionally Speaking . . . . . Pete Smith
Polaroid and 3-D Films . . . . . William H. Ryan
Basic Principles of 3-D Photography and Projection . . . John A. Norling
What Is Natural Vision? . . . . . M. L. Gunzburg
The Stereo Window . . . . . Floyd A. Ramsdell
3-D in Europe . . . . . Frank A. Weber
Technicolor and the New Technique . . . . . Dr. Herbert T. Kalmus
1927, Sound—1953, 3-D . . . . . Jack L. Warner
3-D in Theatres . . . . . James Brigham

PART II

The Birth of an Idea . . . . . Ralph Walker
Cinerama Goes to War . . . . . Fred Waller
Adding the Sound to Cinerama . . . . . Hazard E. Reeves
This Cinerama Show . . . . . Lowell Thomas
Finding Customers for a Product . . . . . Lynn Farnol
Importance of CinemaScope . . . . . Spyros P. Skouras
CinemaScope in Production . . . . . Darryl F. Zanuck
Sound for CinemaScope . . . . . Lorin D. Grignon
Directing in CinemaScope . . . . . Henry Koster
New Medium—New Methods . . . . . Jean Negulesco
Filming "The Robe" . . . . . Leon Shamroy, A.S.C.
CinemaScope and the Public . . . . . Charles Einfeld
CinemaScope in the Theatre . . . . . Earl I. Sponable
The Anamorphoser Story . . . . . H. Sidney Newcomer, M.D.
There Is No Substitute for Creative Talent . . . . . William Goetz
Why New Aspect Ratios? . . . . . George Shutz

Groups in Maryland Widening Fight for Film Censorship

BALTIMORE, Sept. 9.—In a fight against any possible moves to abolish motion picture censorship in the state, representatives of 29 Catholic organizations met here last night to mobilize interested citizens. The group plans to hold a larger meeting to include other than Catholics on Oct. 1. It was proposed that full page newspaper advertisements be placed locally "to set forth how we stand on censorship questions."

Sidney R. Traub, chairman of the Maryland state board of censors, declared well organized opposition to film censorship was coming from major Hollywood producers, the "avowed" foes of censorship.

Traub criticized certain signatories of the Hollywood Production Code for not adhering to its tenets. Moreover, he said, the code is being played up by the Eric Johnston office, for the purpose of convincing the Supreme Court that the industry does its own censoring.

Calls Meeting on Subscription TV

Television broadcasters from at least 10 states will attend a day-long conference to discuss the utilization of subscription television in Philadelphia on Sept. 17, it was disclosed here by the Home News Publishing Co., of New Brunswick, N. J., holder of a UHF broadcasting license.

The conference was arranged by the same group of UHF grantees in the East which had recently petitioned the Federal Communications Commission to authorize a limited service of subscription television. The conference, which will discuss the relationship of pay-as-you-see TV with the economic and programming problems facing TV broadcasters, will take place at the studios of WIP-Gimbels. It is expected to be attended by between 30 and 40 broadcasters and station grantees.

Among those slated to address the conference are: Dr. Millard C. Faught, of the Zenith Corp.; James M. Landis, of Skiatron; Paul McNamara, vice-president in charge of public relations for the International Telemeter Corp., and Ned Irish, executive vice-president of Madison Square Garden Corp.

Seeks Theatre TV Of Racing Event

The horse race duel between Tom Fool and Native Dancer in the Sysonby Mile at Belmont Park on Saturday, Sept. 26, may be exclusively shown on theatre television by Box-Office Television, Inc., if negotiations now under way are satisfactorily completed, it was made known by William P. Rosensohn, vice-president of the organization.

BOT, which will present a number of Notre Dame football games on theatre screens this coming season, has been negotiating with Alex M. Robb, secretary-treasurer of the Westchester Racing Association, for the exclusive rights to the race. It would mark the first time that a horse race has been televised on theatre screens.

Pick Winners

(*Continued from page 1*)

Ltd., and director of the Association of Canadian Advertisers, and Athol MacQuarrie, general manager of the Association of Canadian Advertisers.

The winning entries will be forwarded to England for consideration by the international judging panel who are: Sir Miles Thomas, chairman of B.O.A.C.; Sir Christopher Chancellor, general manager of Reuters; Connery Chappel, editor of "Picturegoer," Jock MacGregor, London representative of "Showman's Trade Review," and Harry Agerbak, president of the Foreign Press Association.

Winners were announced as follows: 1st, Elliot Brown, Odeon Theatre, Victoria, B. C.; 2nd, Tom Pacey, Odeon Theatre, Winnipeg; 3rd, J. P. Legris, Champlain Theatre, Montreal; 4th, G. Shepherd, Odeon Theatre, Peterborough, Ont.; 5th, R. Connor, Odeon Theatre, Ladysmith, B. C.; 6th, M. DesJardines, Rex Theatre, St. Jerome, Que.

Zone prizes were awarded as follows: Saint John, G. R. Jones, Capitol-Empress Theatre, Moncton; Montreal, J. P. Legris, Champlain Theatre, Montreal; Toronto, G. Shepherd, Odeon Theatre, Peterborough; Winnipeg, Tom Pacey, Odeon Theatre, Winnipeg; Calgary, J. Lieberman, Rialto Theatre, Edmonton; Vancouver, Elliot Brown, Odeon Theatre, Victoria.

The international showmanship competition was sponsored by the J. Arthur Rank Organization in conjunction with its Technicolor coronation film, "A Queen Is Crowned."

The three top showmen of the world who are judged by the international judging panel will receive cash prizes in addition to those they received in Canada or from whatever country they may come, plus two weeks, all-expenses paid vacation in London.

Lippert

(*Continued from page 1*)

Goddard starrer at the Goldwyn studio for Arthur Greenblatt, general sales manager, who called the meetings, and for Western Lippert distributors in attendance.

Sitting in on the sessions are Irving H. Levin and Charles Kranz of Los Angeles; Al Grubstick, San Francisco; Tom H. Bailey, Denver-Salt Lake City, and Jack J. Engerman, and Zollie Volchok, Seattle-Portland.

'Anastasia'

(*Continued from page 1*)

of story properties recently acquired by WB, others being Edna Ferber's "Giant," Leon Yuris' "Battle Cry," John Steinbeck's "East of Eden," Ernest Gans' "High and Mighty," and "Mr. Roberts."

placement specialists
robert
motion pictures ☆ ☆
goldfarb
tv — radio — theatres
agency
1650 b'way • pl 7-8050

Review

"99 River Street"

(*Edward Small—United Artists*)

THIS IS SOMETIMES a suspenseful and taut drama of murder and love but it is handicapped by melodramatic displays of heroics, which detract from the film's credibility. Before these lapses mar the action, John Payne presents a finely drawn portrayal of an ex-fighter who fights back at personal problems the only way he knows how—with his fists. Payne's rugged appearance and matching personality are perfectly suited to the role and he delivers a hard-hitting performance.

Co-starred with Payne is Evelyn Keyes, who is cast as a struggling young actress who becomes involved in a murder. Miss Keyes is convincing for the most part but the script once again makes her job a trifle difficult at times. Brad Dexter, as a murderer, Frank Faylen, as a friend of Payne's, and Peggie Castle, as the hero's wife, all do a competent job in support.

Payne is furious when he discovers his wife in the arms of another, Dexter. He swears vengeance and in doing so places himself in an unenviable position when his wife is murdered. With Miss Keyes at his side, Payne goes out to prove his innocence by capturing the murderer. The action is rough and few punches are pulled as Payne goes about his job in a most methodical manner. Payne successfully eludes the police and finally runs down the killer in the finale. The picture ends with Payne and Miss Keyes coupled in matrimony.

Others in the cast are Jay Adler, Jack Lambert, Eddy Waller, Glenn Langan, John Day, Ian Wolfe, Peter Leeds, William Tannen and Gene Reynolds. Edward Small produced and Phil Karlson directed, from a screenplay by Robert Smith, based on a story by George Zuckerman.

Running time, 83 minutes. Adult audience classification. Release date, Sept. 11.

Mexican Production May Hit New Low

MEXICO CITY, Sept. 9. — Film production for this year will set a new low mark for recent times unless there is a spurt between now and Dec. 31. Up until Sept. 1, only 51 pictures had been completed, a paucity of product resulting from 61 days of strikes —the 55-day walkout of technical and manual workers against 19 Mexican producers and the six-day shutdown caused by 450 unionists against four of the five local studios. However, work has resumed on 12 pictures.

Production now is normal in the five struck studios, where the strikers have accepted pay increases of from four to 15 per cent, plus a 40-hour work week. The walkout had closed the Churubusco, Tepeyac, San Angel Inn and Azteca studios. The Clasa was not affected.

Shea's Unit NBC Victors

A group of three from Shea's Liberty Theatre in Zanesville, Ohio, has been named regional winners of the NBC amateur contest and will participate in the national amateur contest to be broadcast over the network on Saturday. The winners won over groups representing Oklahoma City, Baltimore and Honolulu.

S-W House Destroyed

LYNN, Mass., Sept. 9.—The Warner Theatre here, a Stanley Warner house, was completely destroyed by fire on Monday, resulting in a loss of $100,000. Roy Beckman, manager of the theatre, immediately made plans to transfer his Labor Day show to the closed Waldorf Theatre, another S-W unit in Lynn.

Mississippi House Burns

MEMPHIS, Sept. 9.—The Strand Theatre, at Moorehead, Miss., burned to the ground. Damage was estimated at $30,000, partly covered by insurance. The house was empty when the fire started.

Associated Theatres Sues Six Companies

WASHINGTON, Sept. 9.—Associated Theatres Corp. has filed a $90,000 damage and injunction suit against six major distributors, alleging run discrimination against its Avalon Theatre in Baltimore.

The suit was filed against Loew's, 20th Century-Fox, RKO Pictures, Paramount, Universal and Columbia. It charges that these companies hold the Avalon behind other second-run theatres when the Crest Theatre shows a particular picture on second-run. The suit claims that the Avalon competes with the Crest and is injured by this discrimination. Damages of $30,000, trebled to $90,000, are asked to cover injuries since June, 1950, and an injunction is sought against continuation of the practice. The suit was filed by Robert L. Wright, former Justice Department anti-trust attorney.

The Crest has sued major distributors, seeking first-run availability. This case is pending in the Supreme Court.

Bash Productions Plans 3 Yearly

John Bash Productions, Inc., a new organization, plans to produce three pictures yearly, the first of which will be "Roogie's Bump," an original baseball story by Joyce Selznick. Production, which will be done entirely in New York, is scheduled to start on Sept. 20.

Bash is associated in the organization with Elizabeth Dickinson, formerly in the literary and talent fields in Hollywood and more recently in European production.

First British 3-D

LONDON, Sept. 9.—Britain's first full-length 3-D production, "Million Dollar Diamond," will go before the cameras on Sept. 14 at Nettlefold Studios. Stephen Pallos will produce for distribution through United Artists. Stereo-Technique equipment will be used.

Adolph Zukor

(*Continued from page 1*)

company executives attending will include A. W. Schwalberg, president of Paramount Film Distributing Corp.; Paul Raibourn, Paramount Pictures vice-president; E. K. O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of advertising-publicity, and others.

Walter Minton, Jr., advertising director of G. P. Putnam's Sons, publishers of "The Public Is Never Wrong," and Dale Kramer, who wrote the book with Zukor, also will be among the luncheon guests.

Publication date of "The Public Is Never Wrong," copies of which will be presented to the luncheon guests by Zukor, is Sept. 28. Approximately one week later Zukor will leave for a tour of the European capitals in conjunction with the worldwide "Adolph Zukor Jubilee Salute."

Atlanta Women in 'WOMPI' Group

ATLANTA, Sept. 9.—Ninety-three women in this area have formed the Atlanta branch of WOMPI—Women of the Motion Picture Industry. The third group of its kind in the country, the Atlanta organization will hold its charter meeting and installation dinner tomorrow at the Dinkler Plaza Hotel. Officers will be Mrs. Laura Kenny, president; Mrs. Barbara Benson, first vice-president; Mrs. Franlie A. English, second vice-president; Mrs. Stella Poulnot, secretary, and Mrs. Lois Cone, treasurer.

NEW ORLEANS, Sept. 9.—The New Orleans WOMPI group held its first luncheon-meeting today at Brennan's Vieux Carre Restaurant. Membership of the organization has grown to 130.

See 'Monsoon' Case In Anglo-U. S. Talks

LONDON, Sept. 9. — Observers here are inclined to believe that questions will be raised by American film leaders at the forthcoming Anglo-U.S. remittance talks in Washington concerning the "Monsoon" test case which led to a revision in quota registration regulations affecting Americans contemplating film production here.

That case also inspired suggestions that Britain withdraw from the General Agreement on Trade and Tariffs. Should Britain denounce the agreement, as some government ministers, including the president of the Board of Trade, wish to do, it could lead to a wholesale revision of Anglo-American film relations.

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
- Three dimensional projection
★ Three channel interlock projection
- 16mm interlock projection
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

CinemaScope

(Continued from page 1)

said that shooting in CinemaScope is not a bit more costly than conventional production, adding that CinemaScope cuts down on the shooting schedule considerably although there must be thorough rehearsals.

Ross, in response to a question, said that he has a "good percentage" on the projected earnings of "The Robe" in his agreement with 20th-Fox. He said his subsequent picture, "Dimitrius and the Gladiators," is now being edited and probably will be held for release another year. The independent producer said that he also has a participation deal with 20th-Fox on his second CinemaScope production, and is contemplating a third, which will probably be released through 20th-Fox. He put the cost of "Dimitrius and the Gladiators" at $2,500,000 and "The Robe" over $4,000,000, as previously reported.

Seen as "Robe" Sequel

Ross said "Dimitrius and the Gladiators" inevitably will be considered a sequel to "The Robe" and will be enjoyed twice as much by people who have seen the first CinemaScope production. He recounted how he purchased the screen rights to "The Robe" 10 years ago, first slating it for production for RKO Pictures and then virtually every other major studio, but each time production plans collapsed until 20th-Fox became interested. He estimated that $800,000 had been spent on the picture through the years before it ever went before the cameras.

At this stage, Ross held it was inadvisable to do a drawing room drama in CinemaScope, but with time and with more facility with the medium, that, too, he held, will be good in the medium. He said that it took 52 days to shoot "The Robe," one-third less time than it would have taken to be filmed conventionally. The shooting period for "Dimitrius and the Gladiators," he added, was 46 days, five days ahead of the scheduled time.

Install Stereosound In 10 Loew's Houses

Stereosound systems have been installed in 10 Loew's theatres in New York and Brooklyn under the supervision of C. S. Perkins, Northeastern division manager of Altec Service Corp. The houses are the Paradise, 175th Street, Victoria, 83rd Street, 72nd Street and Lexington, in New York, and the Valencia, Kings, Pitkin and Gates, in Brooklyn.

Teen-Agers' Rumpus Closes Two Houses

STEVENS POINT, Wis., Sept. 7.—Daniel J. Kerski, manager of the two theatres here of Fox-Wisconsin Amusement Corp., is closing both houses until further notice as a result of damage and annoyance inflicted by teen-agers who instituted a mass protest against the raising of admission prices, hiked 10 cents to a total of 60. Following the breaking of a large plate glass window, the youths received summonses.

New 3-D Process

(Continued from page 1)

high screen. The projection throw, incidentally, was 165 feet. The 3-D effects came through with remarkable clarity. All scenes were in color.

Matthew Fox, president of All Dimensions, Inc., the company holding American rights, said in a short introductory address that "we will be able to get considerably better light once we print direct from the negative." He explained that the "Kiss Me Kate" shots, photographed with a single camera using the Moropticon attachment, were wardrobe tests filmed in Ansco and printed on Eastman color. The film, shot in New York, he said, was on a hazy day and without properly controlled lighting conditions. The "Kiss Me Kate" scenes were the better of the two, as far as lighting was concerned.

Fox, who said he was leaving for the Coast on Friday to demonstrate the process to all studios there, said that under controlled studio conditions the process offers as much light as desired.

The system, which is said to eliminate the need for two strips of film, two cameras and two projectors in theatres, will be made available to producers and exhibitors at reasonable costs, Fox said. The rental basis to producers, he stated, will be $50 per day on a non-exclusive, worldwide basis. Equipment for shooting, he added, will be available within two weeks in sufficient quantity to meet the entire production demands of the industry.

The cost to exhibitors for the projector attachment, he said, has not been fixed, adding, however, that it will be within the reach of the smallest theatre. The All Dimensions president said that Altec will make the initial installations in theatres and that his organization is ready to deliver 1,000 projector sets per week. The equipment, he added, is being manufactured in Europe.

The attachment on the projector can be removed or replaced in a matter of five minutes, it was claimed, once the original installation is made, enabling a theatre to have complete flexibility in running a mixed 3-D and conventional film program. Fox said that the original installation of the attachment at the RKO 86th Street took 45 minutes.

Moropticon, it was stated, can take the estimated 40 3-D pictures already shot with two negatives and transfer them successfully to one strip of film, utilizing its optical printing process. The company is prepared to provide equipment for theatres in foreign countries on a reasonable basis and accept the currency of the respective country in payment of the equipment, it was stated.

The process, is was explained, features two pictures on a 22 mm. frame printed sideways, which is transposed by the attachment, offering the viewer, with the aid of glasses, a three-dimensional film.

S-W Names Sanson To McCarthy Post

HARTFORD, Sept. 9.—Jack A. Sanson, Manchester, Conn., city manager for Stanley Warner Theatres for the past 17 years, has been promoted to manager of the circuit's Strand, Hartford, replacing James F. McCarthy, who has become Connecticut district manager.

Succeeding Sanson at Manchester will be Victor Morelli, manager of the Empress, Danbury. Harold Nelson, assistant at the Strand, Hartford, becomes manager of the Danbury, with David Sherman, assistant at the Capitol, Springfield, replacing him in Hartford.

Gorcey, Hall Signed By Allied Artists

HOLLYWOOD, Sept. 9.—Allied Artists has signed new contracts with Leo Gorcey and Huntz Hall, who will make four "Bowery Boys" comedies during the ensuing year. They recently completed "Private Eyes," produced by Ben Schwalb. It was the 32nd "Bowery Boys" subject.

Film Firm Files in N. Y.

ALBANY, N. Y., Sept. 9. — Guy Bolam Associates, Inc., has registered a certificate here to conduct a motion picture and television film business in New York.

New Pact for Pickman

HOLLYWOOD, Sept. 9. — Milton Pickman, Columbia Pictures studio executive, has been signed to a new contract.

Prices for Bout Show $3.60, $4.80 in Chicago

CHICAGO, Sept. 9. — Admission prices for the large-screen theatre telecast of the La Starza-Marciano championship bout will be $3.60, including tax, at the Balaban and Katz Marbro. Uptown and Tivoli theatres, and $4.80 including tax, at the Essaness Crown, the only theatres in Chicago which will show the event. This duplicates the prices for the last previous large-screen fight telecast, which was a virtual sell-out in all four theatres.

Prices for the Midwest premiere showing of "The Robe," opening at the B. & K. State Lake theatre on Sept. 23, still have not been set, but the top price undoubtedly will exceed the theatres normal top of $1.25.

Rosenblatt, Jr., to AA

HOLLYWOOD, Sept. 9.—Morris Rosenblatt has been engaged by Harold Wirthwein, Western division sales manager of Allied Artists, and will join the Des Moines exchange of AA as a junior salesman on Sept. 15. Rosenblatt, son of the late Rube Rosenblatt, former exchange manager for AA in St. Louis, is currently assistant buyer and booker for the Black Hills Amusement Co., Denver.

Shayne in Coast Post

Larry Shayne, professional manager of Famous Music Corp. and Paramount Music Corp., subsidiaries of Paramount Pictures, has been transferred to Hollywood from New York. He will supervise the West Coast activities of Famous and Paramount Music and will represent the music firms at the Paramount studio. He will leave for Hollywood today.

Compo Plan

(Continued from page 1)

switch to a single head is proposed.

Whether the same trio—Al Lichtman, Trueman Rembusch and Sam Pinanski—will continue as the operating heads—if it is decided to keep the same system—is a point that will rest with those qualified to vote on the issue and also on whether the three men desire to carry on the functions.

Lichtman, Rembusch and Pinanski were elected for one-year terms and the period does not expire until December. It is believed, however, that the question will be settled at the session this month rather than calling another meeting approximately three months later. In any event, observers believe that the question of directorial policy will be as important for settlement as a number of other projects, such as the continuation of the campaign for the elimination of the admission tax.

Spain, Holland

(Continued from page 1)

pact. As of this date, film shipments of American member MPEA companies to Spain are suspended.

Word was received from Holland that the quasi-governmental Bioscoopbond has liberalized its opposition to American insistence that film rental terms be increased there. The new attitude, it was explained, will probably lead American companies to retain their membership in the Bioscoopbond.

Johnston, in addressing the board, pointed out the need to raise potential revenues in the Far East, offering his own suggestions and the recommendations of Irving Maas, chief of MPEA's Far Eastern division. A specific Far Eastern program, he said, will be outlined at a forthcoming meeting of company presidents and foreign managers, to be held shortly.

TOA Convention

(Continued from page 1)

bined with that of the Theatre Equipment and Supply Manufacturers Association. Already set for the convention are the TOA-TESMA special showing of Cinerama and inspection of equipment on Monday morning, Nov. 2, and a theatre equipment and new processes forum on Wednesday, Nov. 4. Another forum devoted entirely tc theatre concessions also is planned.

At next Tuesday's meeting, definite arrangements will be made for the convention entertainment program, with emphasis on activities for the ladies, as well as the tentative agenda for the business sessions.

Will Rogers Board

(Continued from page 1)

distribution and exhibition branches of the industry to donate a minimum of one hour's pay to the hospital. Emphasis also will be placed on the "sponsored room" plan. Last year, 24 rooms were sponsored by industry figures and the board hopes that the number will be increased this year. The ultimate goal is to have 50 rooms sponsored yearly.

It is currently estimated that it costs $3,500 yearly to take care of each patient in the hospital.

Fred Schwartz, vice-president of Century Theatres, is chairman of the fund-raising committee.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 51 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 11, 1953 TEN CENTS

New Republic Plan Will Aid Independents

Producer to Be Financed; Milstein Named Director

HOLLYWOOD, Sept. 10. — Herbert J. Yates, president of Republic Pictures, this afternoon outlined details of a new direct-financing policy for independent production under which, he said, "box office motion pictures can be made to support millions of dollars invested in theatres all over the world."

J. J. Milstein, former Republic general sales manager, has been named to take charge of such financing, effective immediately, with headquarters at the studio. The Yates announcement amplifies the policy statement issued a week ago.

Calling the present system of studio operation "antiquated," Yates said Republic will make financing available to "any producer, director, artist or author who has the basis of an outstanding story either in treatment form or completed script." The complete facilities of the Republic studio and the worldwide distribution system of the company will be included in deals made under this plan, the announcement said, and contracts will be simple documents "free of legalistic red

(*Continued on page* 4)

Gunzburg Describes New NS Soundhead

HOLLYWOOD, Sept. 10.—Details of a "new four-channel CinemaScope-type soundhead" that will sell at $1,425 per pair "as against $1,900 for others currently on the market" were outlined here by Milton L. Gunzburg, president of Natural Sound Corp., together with a statement that an order for the first units to come off the production line has been placed by

(*Continued on page* 4)

Variety Clubs Plan For Expansion Up

Plans for expansion of Variety Clubs International with the organization of new tents both here and abroad will be discussed at a press conference next Tuesday at the New York Variety Club quarters by Jack Beresin, international chief barker.

Attending the conference with Beresin will be Edward Emanuel,

(*Continued on page* 4)

MGM to Maintain Same Release Rate

HOLLYWOOD, Sept. 10.— Exhibitor concern over published reports that M-G-M would reduce its production schedule to 18 features next year is needless.

Company officials point out that the backlog of completed product is adequate to insure release of 32 features next year, or approximately the same number as in each of the past several years.

Star - Studded List For 'Robe' Premiere

Leading dignitaries from virtually every field of American life and top personalities of show business will head the roster of celebrities who will attend the invitational premiere of the first CinemaScope picture, 20th Century-Fox's "The Robe," at the Roxy Theatre here on Wednesday evening.

Among those invited are two brothers of the President, Arthur and Milton Eisenhower, city notables led by Mayor Vincent R. Impellitteri, Bishop Fulton J. Sheen, Henry Ford II, Marlene Dietrich, Ava Gardner, Frank Sinatra, Mary Martin and Mrs. Sloan Simpson.

"The Robe's" world premiere, says

(*Continued on page* 4)

Mayer, SIMPP to Talk Export Plan

Charles Mayer, formerly of the Motion Picture Export Association, has left here for the Coast to confer with officials of the Society of Independent Motion Picture Producers on matters concerning the newly-formed Independent Motion Picture Export Association. The association recently was incorporated in Delaware.

Although neither Mayer nor

(*Continued on page* 4)

New Exchange Pacts Closed in All But Four Key Cities

New contracts for exchanges employes have been concluded in all branch cities with the exception of New York, Boston, Buffalo and New Haven. Negotiations for new pacts in those cities are progressing and may be consummated within two weeks.

Conferences with local exchange unions in each city started last spring and were conducted by the distributors' exchange operations committee. In most instances, it is reported, the terms of the new contract differed very slightly from the old pacts except for salary increases averaging $4 per week.

In New York, the situation appears to be deadlocked although dickering will continue. Local No. H-63, which represents exchange workers here, has filed for strike permission from the IATSE, but as yet Richard Walsh, international president, has taken no action on the request.

'Eternity' in Texas: $116,000 in 6 Cities

"From Here to Eternity," currently playing in six key situations in Texas, has registered a total gross of more than $116,000, says Columbia Pictures.

Leading the list is San Antonio, where the film racked up $31,700 in its first six days, compared to $12,000 for the first week of "Born Yesterday." Dallas and Houston are running neck-and-neck, the former turning in $25,600 for its first five days, against a $14,000 first week for "Born Yesterday," and the latter is doing $24,000 in the same period, compared to $9,800 for the first week of "Born Yesterday."

The first five days in Fort Worth resulted in a $17,000 gross, topping the $12,000 first week of "Salome," while the first four days at El Paso

(*Continued on page* 4)

Canadian Showmen's 'Stars of Tomorrow' Selections Parallel Those of U. S.

That the elements of box-office value in the United States carry the same weight in Canada is indicated by the fact that Canadian exhibitors also chose Janet Leigh for the top position in the "Motion Picture Herald's" annual "Stars of Tomorrow" poll.

The balance of the two lists are parallel with some shifts in position and with the elevation of Fernando Lamas, Leslie Caron and John Derek to the "top ten" in the 8th, 5th and 7th positions, respectively. They were 11th, 12th and 13th in the U. S. list.

The Canadians voted Gloria Grahame second, Rosemary Clooney third, Tony Curtis fourth, Scott Brady sixth, Terry Moore ninth and Pier Angeli tenth.

Showmen Pick Future Stars In 13th Poll

Janet Leigh Wins Top 'Herald' Event Spot

America's motion picture theatre owners have selected Janet Leigh as the Number One "Star of Tomorrow" in the "Motion Picture Herald's" 13th annual poll of exhibitors to determine the industry's future screen headliners. The combined votes of circuit exhibitors and independent exhibitors placed Miss Leigh in first position among the "top ten" leaders. Gloria Grahame, Tony Curtis, Terry Moore, Rosemary Clooney, Julia Adams, Robert Wagner, Scott Brady, Pier Angeli and Jack Palance were the runners-up in that order.

The "Stars of Tomorrow" poll is the "Herald's" mid-season companion survey to its 22 - year - old "Money - Making Stars" poll, the industry's standard measure of talent values. Both polls are conducted by the sealed-ballot direct-mail system and present the aggregate findings of the nation's theatre operators, independent and circuit, in their close and constant contact with the cash customers.

Although the combined votes gave

(*Continued on page* 4)

Dunne Heads Para. Bidding Department

Arthur J. Dunne has been promoted to head of the Paramount bidding department, succeeding Harold Beecroft, who resigned recently to enter business for himself, it was reported here by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Dunne has been with Paramount for 30 years. He has worked for the company in various sales capacities,

(*Continued on page* 4)

Mexico's Maximum Prices a Target

MEXICO CITY, Sept. 10.—The powerful National Cinematographic Industry Workers Union (STIC) is championing exhibitors in Mexico City in their campaign against continuance of the 20 to 35 per cent reduction in admission prices ordered by the City Amusements Supervision De-

(*Continued on page* 4)

Personal Mention

ERIC JOHNSTON, Motion Picture Association of America president, and KENNETH CLARK, assistant to JOHNSTON, left here yesterday for Washington. JOHNSTON will return here next Wednesday to attend "The Robe" premiere at the Roxy that night.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by HARRY RUBIN, chief projectionist, are in Buffalo from New York.

•

H. M. BESSEY, executive vice-president of Altec Service Corp., and D. C. COLLINS, vice-president, have returned to New York from Beverly Hills.

•

STEVE BROIDY, president of Allied Artists, will leave Hollywood by plane tomorrow for New York and will fly from here on Monday for London.

•

E. O. WILSCHKE and L. D. NETTER, JR., general sales manager of Altec Service Corp., are on the Coast from New York.

•

JOHN H. BURROWS, producer, has returned to his Beverly Hills home following hospitalization at Cedars of Lebanon.

•

LYNN FARNOL will leave here for the Coast tomorrow, returning in midweek.

Joan Leslie Guest of USAF Nurse Corps

Joan Leslie, star of Republic Pictures' "Flight Nurse," today will participate in an air evacuation flight from Travis Air Force Base in Fairfield, Cal., to Andrews Field in Washington. Also on the flight will be nurse Capt. Lillian M. Kinkela, who was technical adviser on the picture, and a group of returned ill and wounded servicemen, including POW's from Korea.

Miss Leslie and Capt. Kinkela tomorrow will be guests at the graduation exercises at the School of Aviation Medicine in Montgomery, Ala.

Mrs. Cassidy, 79

Mrs. Bridget F. Cassidy, 79, mother of John Cassidy, publicity manager of RKO Theatres here, died yesterday after a brief illness at Astoria General Hospital. Funeral services will be held Monday in Our Lady of Fatima Church in Jackson Heights.

$2,700 for 'Luther'

A gross of $2,700, the largest in the 15-year history of the Guild Theatre here, was registered for the opening day of "Martin Luther" on Wednesday. The management reports that 2,163 patrons attended the 450-seat theatre.

$120,800,000 Gross for Film Houses in Italy

Gross box-office receipts for motion picture attendance in Italy reached an all-time high of $120,800,000 (80 billion lire) in 1952, according to figures furnished to Italian Films Export here by the General Italian Association of Entertainment in Rome.

The over-all figure for last year represents an increase of more than 500 per cent over the figures for 1946, the first full postwar year, when total receipts were $21,800,000. It was an advance of $6,000,000 over 1951.

The increase has been attributed to the increase of performance days through the opening of 2,000 new motion picture theatres since 1946 and to the rise in admission prices from an average of eight cents (54.19 lire) in 1946 to 16 cents (103.4 lire) in 1952.

Four MGM Officials Reassigned Abroad

A reassignment of four M-G-M executives in overseas posts has been completed by Morton A. Spring, first vice-president of Loew's International Corp.

Harry Bryman, formerly manager in Singapore, is now manager for Puerto Rico. Bronislaw Landau, formerly manager for Israel, is now manager for Singapore. Edouard Castro, formerly office manager in Tel-Aviv, is now manager for Israel. David Ehrenfeldt, formerly acting manager in Puerto Rico, will shortly replace Seymour Moses, manager in Holland, who is resigning.

Bob Hope Station Gets FCC Okay

WASHINGTON, Sept. 10.—The Federal Communications Commission today made final an earlier tentative decision to give a Denver television channel to Metropolitan Television Co., in which Bob Hope is a principal stockholder.

The commission stipulated that the grant was conditioned on NBC divesting itself of its interest in the company. NBC already owns five TV stations, the maximum allowed under FCC rules.

Myerberg Purchases Building for Studio

The seven-story building at 316 East 2nd Street here has been purchased by Michael Myerberg Productions, Inc., producers of feature pictures and TV films, as the permanent home of the organization.

Currently being produced at this location is "Hansel and Gretel," full-length puppet film in color.

'Time' Profiles 'Heart'

Two color pages and two columns of text are used in the current issue of "Time" magazine to describe "The Tell-Tale Heart," Columbia Pictures' seven-minute UPA animated drama based on the Edgar Allan Poe story.

CinemaScope to Open In Detroit Oct. 2

DETROIT, Sept. 10.—Following the New York premiere on Wednesday, Detroit will see the first CinemaScope production, "The Robe," at the Fox Theatre beginning Friday, Oct. 2. Installation of the screen for the new process is now being made.

David M. Idzel, Fox managing director, will go to New York for the opening of the picture.

Skouras to Attend Rochester Opening

ROCHESTER, N. Y., Sept. 10.—"The Robe" will open here at the RKO Palace on Wednesday, Oct. 21. The event will be celebrated as a local industrial as well as cinematic event, because of Bausch and Lomb Optical Company's development of projection lenses for the new wide-screen process. Spyros P. Skouras, president of 20th Century-Fox, is said to have assured Carl S. Hallauer, executive vice-president of Bausch and Lomb, that he will be here for the opening.

Goldwyn, Mulvey to Hollywood Today

Samuel Goldwyn and James A. Mulvey, president of Samuel Goldwyn Productions, will leave here for the Coast today for meetings which may decide Goldwyn's future production plans. Goldwyn has been away from Hollywood since late last spring, having returned to New York from a European trip less than two weeks ago. Mulvey also spent the summer abroad.

Scheduled to follow Goldwyn and Mulvey to the Coast in about a week is David Golding, director of advertising and publicity.

Nebraska Is Facing A State Sales Tax

OMAHA, Sept. 10.—Because of the new 100 per cent valuation law for tax assessment, boosting real estate taxes, there is a growing sentiment for a sales tax as a substitute, according to members of a new state organization formed to study Nebraska's tax structure. The Legislature last session voted for a valuation of property at 100 per cent of actual value, with assessment at 50 per cent of that figure.

Money from Foreign Distribution Asked Of UA in Suit

A suit seeking $370,568 from United Artists was revealed here yesterday when Arnold Productions was granted an examination before trial by Judge DiFalco. The suit involves foreign distribution money on three pictures produced by Arnold Pressburger and released worldwide by UA. The films were "Scandal in Paris," "Hangmen Also Die" and "It Happened Tomorrow."

The money requested is principally from Germany and Italy. UA claims that it has been unable to remit the revenue because of currency restrictions.

'Crosby Cavalcade' On 'Boy' Telecast

A cavalcade of scenes from Bing Crosby's past films will be telecast by WABC-TV in conjunction with television appearances by prominent personalities in the lobby of the Rivoli Theatre here at the reserved seat premiere of Crosby's "Little Boy Lost," on Monday evening, Sept. 21. The scenes will be telecast from the station and interspersed with lobby interviews.

The premiere is a benefit function, entire proceeds being donated to the Memorial Building Fund of the Overseas Press Club of America, to open permanent club headquarters in New York honoring the 60 war correspondents who lost their lives covering the various battle areas in World War II and Korea.

Sunday-Shows Vote For 3 Pa. Towns

HARRISBURG, Pa., Sept. 9.—The question of Sunday pictures will be decided in general elections in November in the communities of Carlisle, New Cumberland and Williams Township, all in Dauphin County. All referenda were scheduled following petitions for the Sunday entertainment drawn up by large groups of citizens of the towns concerned.

NEW YORK THEATRES

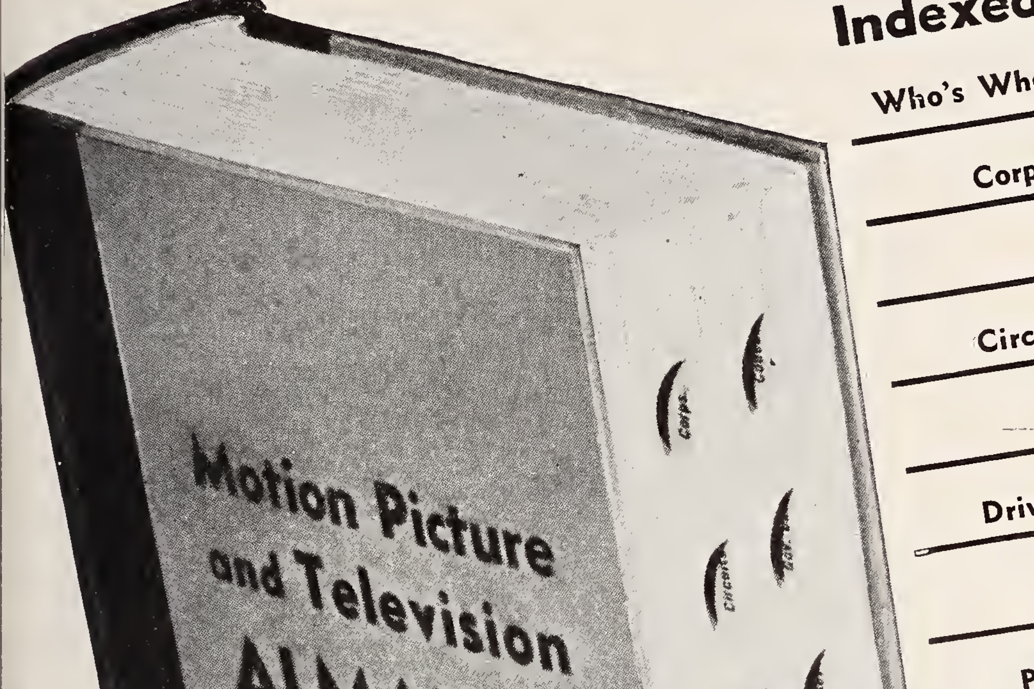
RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

JOHN WAYNE in Island IN THE Sky
IN PERSON GUY MITCHELL
ART MOONEY ORCH.
ROGER RAY · LOS GATOS
EXTRA JANE PICKENS
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

". . . indispensable"
". . . great time-saver"
". . . most-used book in our office"

In hundreds of letters to the editor of the ALMANAC—from all branches of the motion picture industry and from television executives, bankers, newspaper and magazine writers, advertising agency executives, business research men and women, librarians and many others—the most often-used words are those which are quoted above.


Motion Picture and Television ALMANAC
The International Reference Book

Thumb Indexed . . .

- Who's Who (1)
- Corps. (2)
- (3) Codes
- Circuits (4)
- (5) Award Winners
- Drive-Ins (6)
- (7) Television and Radio
- Pictures (8)
- (9) Great Britain
- Services (10)
- (11) Press
- Equipment (12)
- Organizations (13)
- (14) World Market
- Non-Theatrical (15)

The ALMANAC is the *ONLY* thumb-indexed reference book in this industry. It is referred to more often and by more people than any other reference book in the motion picture and television fields *because*:

- THE ALMANAC *requires much less time* (and no discouraging bother) to find the information you need. It is thumb-indexed in 15 organized sections, and . . .
- THE ALMANAC contains a wealth of reliable and useful information which is *not to be found in any other reference book.*

There just isn't anything like it. It is the only accepted "Who's Who and What's What" for the entire field. The revised, expanded new edition will be ready soon. To make sure of your copy, send your order *NOW!*

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1953-54
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.

Mail to—

Name . . . .

Address . . . .

City. . . . . Zone. . . . . State. . . . .

A QUIGLEY PUBLICATION

The 1953-54 Motion Picture and Television ALMANAC

Australia Cautious On 3-Dimension; Business Good

By FRANK O'CONNELL

SYDNEY, Sept. 6 (By Airmail).—Greater Union Theatres is the latest entrant in the wide-screen field in Australia. The circuit installed a new WydaScope screen at the Sydney State Theatre for the showing of Columbia's "Salome." Business has been outstanding.

The aspect ratio of the WydaScope screen, which is roughly similar to the big screens recently installed in all of M-G-M's theatres, is 1.85 to 1.

The Greater Union installation represents the careful interest in wide screen throughout the trade here. Hoyt's has installed only one, at the Sydney Esquire, but has not played any picture on its full surface since the initial screening of the Coronation film, "Elizabeth Is Queen."

There still is no word of any independent exhibitors rushing into wide-screen. Films in 3-D are reportedly definitely out of favor outside of city first runs—not even the big circuits are screening them because of the expense involved. Hoyt's and 20th Century-Fox hope to have "The Robe" on a CinemaScope screen at the Sydney Regent in time for the Christmas holiday trade.

Birch, Carroll & Coyle, the big circuit in Queensland, soon will start installing wide screens throughout the circuit, Dan Carroll, managing director, announced. He said, however, that the current non-availability of materials would make it at least a year before the circuit of 12 houses was fully equipped.

New Soundhead

(*Continued from page 1*)

Robert J. O'Donnell for the Interstate Circuit.

The announcement said the "new soundhead, when combined with the Natural Sound-Kinevox separate-sound-track stereophonic sound system will enable theatres to project any picture recorded in any sound system that has been thus far announced. The Natural Sound-Kinevox four-track head can also be used with RCA or other separate track sound systems."

The new four-track film transport may be installed on standard theatre projection units and used on any type projector.

Variety Clubs

(*Continued from page 1*)

international representative at large, and Jack Chisholm, international press guy.

Arrangements also will be completed for the presentation in Washington on Oct. 24 of the Variety Clubs International Humanitarian Award to Dr. Selman Wachsman, discoverer of streptomycin. The annual award was voted to Dr. Wachsman at the international convention of Variety Clubs in Mexico City last spring.

Continue Todd-AO Work

Arthur Hornblow and Fred Zinnemann, who have been in New York for the past several weeks on production plans for the new Todd-AO wide screen process, left here yesterday for Buffalo, where they will make additional laboratory and theatre tests of the system.

Showmen Pick Future Stars

(*Continued from page 1*)

the edge to Miss Leigh, circuit and independent exhibitors were split on their choice, the circuits voting for Miss Grahame for the Number One spot. The circuit votes were the contributing factor in placing her in second position.

Breaking the votes down in the two categories—circuit and independent—the tally shows some differences from the results of the total tabulations. Circuit exhibitors' ballots placed the "top ten" in the following order: Gloria Grahame, Janet Leigh, Tony Curtis, Terry Moore, Robert Wagner, Rosemary Clooney, Julia Adams, Scott Brady, Jack Palance and Pier Angeli. The independent exhibitors' votes stacked up as follows: Janet Leigh, Tony Curtis, Gloria Grahame, Terry Moore, Rosemary Clooney, Julia Adams, Robert Wagner, Scott Brady, Pier Angeli and Leslie Caron.

The veracity of this straight-line pulse-taking procedure is validated by the record books. Notwithstanding the conspicuous circumstance that the hazards of professional life are more numerous and deadly in show business than in any other peacetime pursuit, more than 50 per cent of the 120 players voted "top ten" eminence in the 12 previous polls have gone to over-title billing.

The poll brought out the fact that 15 additional names showed strong preferences among exhibitors, pulling enough votes to rank them in the "next 15" category. Going from 11th to 25th place in the balloting, in the following order, were Fernando Lamas, Leslie Caron, John Derek, Jane Greer, Ralph Meeker, Richard Burton, Jeffrey Hunter, Jan Sterling, Aldo Rav, Guy Madison, Patrice Wymore, Elaine Stewart, Zsa Zsa Gabor, Arthur Hunnicutt and Eddie Mayehoff.

The above choices represented combined votes, with again some differences between the ballots of circuit and independent exhibitors. Circuits voted as follows in the 11th-to-25th list: Fernando Lamas, Richard Burton, Leslie Caron, John Derek, Ralph Meeker, Guy Madison, Jeffrey Hunter, Jane Greer, Aldo Ray, Jan Sterling, Patrice Wymore, Elaine Stewart, Arthur Hunnicutt, Eddie Mayehoff and Dick Wesson.

Independent exhibitors' votes in the "next 15" group went this way: Jane Greer, Jack Palance, Jeffrey Hunter, Fernando Lamas, John Derek, Ralph Meeker, Jan Sterling, Aldo Ray, Richard Burton, Elaine Stewart, Patrice Wymore, Bobby Van, Guy Madison, Phyllis Thaxter and Zsa Zsa Gabor.

Republic Plan

(*Continued from page 1*)

tape," with producers thus enabled to proceed "without interference" from studio management.

Yates said the plan "will rid producers of the headaches of financing and will guarantee him an equitable share of profits on his work without any long-drawn-out quibbling."

SMPTE Schedules 3 Talks on Sound

Three talks on stereophonic sound have been scheduled for the meeting of the Atlantic Coast Section of the Society of Motion Picture and Television Engineers which will be held Thursday in the auditorium theatre of the Museum of Modern Art here.

M. V. Wolfe, manager of the West Coast film recording group in the RCA Victor division of RCA, will give a status report on stereophonic sound and its application to films.

J. V. Leahy, film recording engineer of the same RCA division, will outline a stereophonic recording system for motion pictures.

A. J. Platt, manager of the field equipment sales group of the Victor divison, will describe sound reproduction equipment for motion picture theatres.

Export Plan

(*Continued from page 1*)

SIMPP executives have made any official statements in regard to the possibility of Mayer heading up the new trade association, it is believed that he will become associated with the group in an important capacity.

Ellis Arnall, SIMPP president, stated last week that Mayer's trip to the Coast would be for the purpose of cataloging available independent product for the foreign market.

Mexico's Maximum

(*Continued from page 1*)

partment in its order of last December.

The STIC, which recently forced many exhibitors to increase pay scales 12 per cent in order to get a two-year contract guaranteeing labor peace, has found that exhibitors are correct in saying that the admission ceilings of 34 and 46 cents leave them little profit, and that playing 3-D pictures at 46 cents leaves them a net yield of only four cents a patron.

The non 3-D, 46-cent price is broken down by STIC as follows: 40 per cent to the distributor, seven and one half cents for taxes, and one and a half cent for the exhibitor. STIC finds that the 34-cent price allows the exhibitor only one cent, since the distributor gets 40 per cent and taxes take half a cent. According to STIC, 40 per cent of the gross is the general distributor's share here.

It has been reliably reported that because of the scant profit 3-D pictures earn here, managers of American companies have advised their home offices not to send any more 3-D films to Mexico City.

P. Dive Retires from Greater Union Circuit

SYDNEY, Sept. 6 (By Airmail).—Percy Dive has retired as secretary to Greater Union Theatres after holding that position 43 years. On the amalgamation of four companies in 1913 to form Union Theatres, Dive was invited to be secretary. At a function in his honor recently, Dive paid tribute to Norman B. Rydge, who, as managing director of the company since 1938, which is said to have given the company a financial strength it lacked. "No one will really know the miracle he performed at a time when the industry gave GU three months to live," said Dive.

'The Robe'

(*Continued from page 1*)

20th Century-Fox, "will receive some of the most unprecedently-wide news, radio, television, newsreel and foreign press coverage ever afforded a New York opening."

Celebrities invited to join in greeting the official dawn of the CinemaScope era include:

Charles Boyer, Olivia DeHavilland, Leland Hayward, Conrad Nagel, Thelma Ritter, Torin Thatcher, William Gaxton, Moss Hart, Oscar Hammerstein II, Deems Taylor, Lee Shubert, Milton Berle, Mimi Benzell, Joshua Logan, Robert Montgomery, Sid Caesar, Barney Balaban, Ned Depinet, Victor Francen, Robert Sherwood, Irene Dunne.

Civic Leaders Invited

Also, Walter P. Chrysler, Jr., David Rockefeller, Bernard Gimbel, Marshall Field, Austin S. Iglehart, Edgar F. Kaiser, Floyd Odlum, Philip D. Reed, Rudolph Halley, Deputy Mayor Charles Horowitz, Health Commissioner John F. Mahoney, Police Commissioner George Monaghan, Sanitation Commissioner Andrew W. Mulrain, Chief Magistrate John Murtagh, and District Attorney Frank Hogan.

Also, Toots Shor, Herbert Bayard Swope, Countess Serge Tolstoy, Serge Obolensky, Jules Glaenzer, Byron Foy, Sailing Baruch, Dean Cornwell, William Randolph Hearst, Jr., Kent Cooper, Henry Luce and Bennett Cerf.

Top 20th Century-Fox representation at premiere will include president Spyros P. Skouras, production chief Darryl F. Zanuck, Frank Ross and Henry Koster (respectively, producer and director of the picture), and French inventor Professor Henry Chretien whose anamorphic lens was developed into the CinemaScope process by the film company this year.

"The Robe" in Chicago Scaled at $1.80 Top

CHICAGO, Sept. 10. — Admission prices for "The Robe," scheduled to start its midwest run at the State Lake here Sept. 23, will be 98 cents in the morning, $1.25 from 1 to 5 P.M. and $1.80 thereafter, all including tax. Although considerably below the New York scale, Chicago top will be higher than the usual $1.25 in first run theatres here.

'Eternity' in Texas

(*Continued from page 1*)

brought $13,000 compared to the $11,000 first week of "Salome." Galveston has already grossed $5,100 in its initial three days, only $400 off the $5,500 first week of "Salome."

In Tennessee, Columbia reports, the picture in its first five days at the Memphis Malco Theatre set a new house record of $13,800, topping the first-week gross set by "Jolson Sings Again."

Dunne Heads

(*Continued from page 1*)

most recently as head of the contract department, a post he held for the past five years.

Benjamin Schectman, who has been assistant to Dunne for the past four years, has been promoted to head of the contract department. Schectman has been connected with the motion picture industry for more than 25 years.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 26	(3-D) THE MAZE Richard Carlson Veronica Hurst D—81 min. (3101) (Rev. 7/8/53)	(July Releases) LET'S DO IT AGAIN (Color) Jane Wyman Ray Milland C—95 min. (Rev. 6/17/53)		MAIN STREET TO BROADWAY Mary Murphy Tom Morton CD—98 min. (Rev. 7/30/45)			(3-D) SECOND CHANCE (Color) Robert Mitchum Linda Darnell D—82 min. (Rev. 7/10/53)	(July Releases) WHITE WITCH DOCTOR (Color) Susan Hayward Robert Mitchum D—96 min. (324) (Rev. 6/16/53)	(Global Prods.) GUN BELT (Color) George Montgomery O—77 min. (Rev. 7/2/53) (Sol Lesser) VICE SQUAD Edw. G. Robinson D—87 min. (Rev. 7/9/53)	(July Releases) FRANCIS COVERS THE BIG TOWN Donald O'Connor C—86 min. (324) (Rev. 6/11/53)	
Aug. 2		THE LAST POSSE Broderick Crawford Barbara Hale O—73 min. (Rev. 6/19/53)	SPACEWAYS Howard Duff Eva Bartok D—76 min. (5301) (Rev. 7/6/53)	THE BAND WAGON (Color) Fred Astaire Cyd Charisse MC—112 min. (345) (Rev. 7/7/53)	(July Releases) HOUDINI (Color) Tony Curtis Janet Leigh D—106 min. (5223) (Rev. 5/20/53)	DOWN LAREDO WAY Rex Allen O—54 min. (5232) (Rev. 8/24/53)		THE GLORY BRIGADE Victor Mature D—82 min. (323) (Rev. 5/22/53)	(Mackenzie-Freed) NO ESCAPE Lew Ayres (Rev. 8/3/53)	ALL I DESIRE Barbara Stanwyck Richard Carlson D—79½ min. (325) (Rev. 6/19/53)	
Aug. 9	TOPEKA Wild Bill Elliott O—69 min. (5325)	FLAME OF CALCUTTA (Color) Denise Darcel Patric Knowles D—70 min. (Rev. 6/25/53) PACK TRAIN Gene Autry O—57 min. (Rev. 7/2/53)		THE AFFAIRS OF DOBIE GILLIS Debbie Reynolds C—73 min. (346) (Rev. 6/3/53)	STALAG 17 William Holden Don Taylor D—120 min. (5224) (Rev. 5/6/53)	BANDITS OF THE WEST Alan "Rocky" Lane O—54 min. (5243) (Rev. 8/21/53)	(Re-Releases) STAGE DOOR Katherine Hepburn D—92 min. (Rev. 9/9/37) WITHOUT RESERVATIONS Claudette Colbert C—107 min. (Rev. 5/8/46)	THE FARMER TAKES A WIFE (Color) Betty Grable M—81 min. (307) (Rev. 4/22/53) THE KID FROM LEFT FIELD Dan Dailey D—80 min. (325) (Rev. 7/17/53)	(S. P. Eagle) MELBA (Color) Patrice Munsel M—113 min. (Rev. 6/24/53) (Craftsman Prods.) CAPTAIN SCARLETT (Color) Richard Greene D—75 min.	THE GREAT SIOUX UPRISING (Color) Jeff Chandler Faith Domergue O—80 min. (326) (Rev. 7/2/53)	THE MASTER OF BALLANTRAE (Color) Errol Flynn D—89 min. (225) (Rev. 7/17/53)
Aug. 16		(Aug. Releases) THE 5,000 FINGERS OF DR. T (Color) Peter Lind Hayes Mary Healy C—88 min. (Rev. 6/16/53)		BIG LEAGUER Edward G. Robinson Vera Ellen D—71 min. (347) (Rev. 7/17/53)		CHAMP FOR A DAY Alex Nicol Audrey Totter D—90 min. (5211)	(Disney) THE SWORD AND THE ROSE Richard Todd D—92 min. (491) (Rev. 7/2/53)	(Re-Releases) ROAD HOUSE Richard Widmark D—95 min. (355) (Rev. 9/22/48) KISS OF DEATH Richard Widmark D—98 min. (354) (Rev. 8/14/47)	(3-D) (Victor Saville) I, THE JURY Biff Elliot D—87 min. (Rev. 7/21/53)	(Aug. Releases)	
Aug. 23	AFFAIR IN MONTE CARLO (Color) Merle Oberon Richard Todd CD—75 min. (5307)	CRUISIN' DOWN THE RIVER (Color) Dick Haymes M—81 min. (Rev. 7/17/53) MISSION OVER KOREA John Hodiak John Derek D—86 min. (Rev. 7/23/53)		LATIN LOVERS (Color) Lana Turner C—104 min. (348) (Rev. 7/21/53)			(3-D) DEVIL'S CANYON (Color) Virginia Mayo Dale Robertson OD—92 min. (Rev. 8/14/53)	(Aug. Releases) (3-D) INFERNO (Color) Rhonda Fleming Wm. Lundigan D—83 min. (329) (Rev. 7/17/53)	(Renown) THE GAY ADVENTURE Burgess Meredith CD—82 in.	THUNDER BAY (Color) James Stewart Joanne Dru D—103 min. (327) (Rev. 5/5/53)	SO THIS IS LOVE (Color) Kathryn Grayson DM—101 min. (226) (Rev. 7/17/53)
Aug. 30	CLIPPED WINGS Leo Gorcey C—65 min. (5320)	VALLEY OF HEAD HUNTERS Johnny Weissmuller D—67 min. (Rev. 7/24/53)	PROJECT MOON BASE Donna Martell D—63 min. (5315) (Rev. 9/3/53)	HALF A HERD Red Skelton CD—71 min. (Rev. 7/30/53)	(Aug. Releases) SHANE (Color) Alan Ladd Jean Arthur OD—117 min. (5225) (Rev. 4/13/53)			GENTLEMEN PREFER BLONDES (Color) Jane Russell Marilyn Monroe MC—91 min. (326) (Rev. 6/26/53)	(Howard W. Koch) WAR PAINT (Color) Robert Stack O—89 min. (Rev. 7/7/53)	THE MAN FROM THE ALAMO Glenn Ford Julia Adams OD—79 min. (328) (Rev. 7/16/53) ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE Bud Abbott Lou Cosello C—77 min. (329) (Rev. 7/24/53)	(Wayne-Fellows) ISLAND IN THE SKY John Wayne D—109 min. (301) (Rev. 8/10/53)
Sept. 6	(Re-Release) ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)	(3-D) THE STRANGER WORE A GUN (Color) Randolph Scott O—83 min. (Rev. 8/10/53)	NORMAN CONQUEST Tom Conway Eva Bartok D(5303)		ARROWHEAD (Color) Charlton Heston Jack Palance O—105 min. (5227) (Rev. 6/17/53)	EL PASO STAMPEDE Alan "Rocky" Lane O	(Re-Release) TOP HAT Fred Astaire Ginger Rogers MC—81 min.	DANGEROUS CROSSING Jeanne Crain Michael Rennie D—75 min. (330) (Rev. 7/23/53)	(Carl Krueger) SABRE JET (Color) Robert Stack D	(J. Arthur Rank) THE CRUEL SEA Jack Hawkins D—121 min. (Rev. 8/5/53)	(Wayne-Fellows) PLUNDER OF THE SUN Glenn Ford D—82 min. (224) (Rev. 8/6/53)
Sept. 13	MEXICAN MANHUNT George Brent D (5317)—71 min.	(Sept. Releases) FROM HERE TO ETERNITY Montgomery Clift Burt Lancaster D—118 min. (Rev. 7/29/53)	SHADOW MAN Cesar Romero D (5316) (Re-Release) THE IRON MASK Douglas Fairbanks D (5313)	TERROR ON A TRAIN Glenn Ford D—72 min. (Rev. 7/15/53)			(Re-Release) SUSPICION Cary Grant Joan Fontaine D—	SAILOR OF THE KING Jeffrey Hunter Michael Rennie D—83 min. (327) (Rev. 7/14/53)	(Edw. Small) 99 RIVER STREET John Payne Evelyn Keyes D—83 min.		(3-D) THE MOONLIGHTER Barbara Stanwyck Fred MacMurray D—77 min. (303)
Sept. 20		CHINA VENTURE Edmund O'Brien Barry Sullivan D—83 min. (Rev. 8/28/53) CONQUEST OF COCHISE (Color) John Hodiak OD—70 min. (Rev. 8/21/53)	(Re-Release) MR. ROBINSON CRUSOE Douglas Fairbanks D (5314) SINS OF JEZEBEL (Anscocolor) Paulette Goddard D (5225)	THE ACTRESS Spencer Tracy Jean Simmons D—90 min. (Rev. 8/4/53)			MARRY ME AGAIN Marie Wilson Robert Cummings C—	(Sept. Releases) CITY OF BAD MEN (Color) Jeanne Crain Dale Robertson OD—82 min. (Rev. 6/22/53) A BLUEPRINT FOR MURDER Joseph Cotten Jean Peters D—76 min. (Rev. 7/28/53)	(Steven Pallos) THE FAKE Dennis O'Keefe Coleen Gray D—80 min.	(Sept. Releases) (3-D) WINGS OF THE HAWK (Color) Van Heflin Julia Adams OD (330)	THE BEGGAR'S OPERA Laurence Olivier D— (Rev. 8/25/53)
Sept. 27	ROYAL AFRICAN RIFLES (Color) D—76 min. (1954-55)	SKY COMMANDO Dan Duryea D—69 min. (Rev. 8/21/53) SAGINAW TRAIL Gene Autry O—56 min. (Rev. 8/28/53)	UNDERCOVER AGENT Dermot Walsh- Hazel Court D—(5306)		(Sept. Releases) ROMAN HOLIDAY Gregory Peck Audrey Hepburn CD—120 min. (5228) (Rev. 6/30/53)	SHADOWS OF TOMBSTONE Rex Allen O		MR. SCOUTMASTER Clifton Webb C—87 min. (Rev. 9/20/53) (Re-Releases) BROKEN ARROW (Color) James Stewart OD—93 min. (Rev. 6/12/50)	DONOVAN'S BRAIN Lew Ayres D—81 min.	THE STAND AT APACHE RIVER (Color) Stephen McNally OD—77 min. (331) (Rev. 8/11/53)	A LION IS IN THE STREETS (Color) James Cagney Barbara Hale D—88 min. (305) (Rev. 9/4/53)
Oct. 4	YELLOW BALLOON Andrew Ray Kathleen Ryan D—80 min. (1954-55)	(Re-Release) THE UNTAMED BREED Sonny Tufts O—79 min. (Rev. 12/23/48)		MOGAMBO Clark Gable Ava Gardner D—116 min.	THE CADDY Dean Martin Jerry Lewis C—95 min. (Rev. 8/4/53)		APPOINTMENT IN HONDURAS (Color) Ann Sheridan Glenn Ford D	I WAS A MALE WAR BRIDE Cary Grant C—105 min. (Rev. 8/10/49)		THE GOLDEN BLADE (Color) Rock Hudson Piper Laurie D—81 min (332) (Rev. 8/21/53)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama

'Greatest Show' Is Tops in Mexico City; Local Grosses Fair

MEXICO CITY, Sept. 10.—Gross of $8,105,000 by local theatres this year up to July 31 is called good but not very good by the trade which noted that this total is some 25 per cent lower than revenue during the same period of 1952. Total taxes of $1,275,000 were paid on the gross during the first seven months. May, with a $1,120,000 gross, was top month of the period. January, with $1,119,500, was runner-up. The advent in Mexico of third-dimension pictures—United Artists' "Bwana Devil"—contributed $29,600 to the May gross. The novelty film earned that much in three weeks at the Real Cinema at a 46-cent top. "Bwana" is distributed in Mexico by Eagle-Lion.

"Show" Got $156,660

Paramount's "The Greatest Show on Earth" was the top box-office champion of the period with a $156,660 gross from Christmas Day until Feb. 28 in five theatres, three of them simultaneously, most of the time at 46 cents, but for a while at 34 cents. The nearest rival was "Limelight" with a $86,800 gross in five weeks during June and July at the Cine Roble at 46 cents. Metro's "Ivanhoe" did a $68,750 gross in four weeks during January at that house. Other upfront grossers during the period were "House of Wax" (Warners), $59,765 in four weeks of July at the Cine Alameda, and "The Snows of Kilimanjaro" (20th-Fox), $41,150 in three weeks of February at that theatre.

"Three Perfectly Married Couples," starring Miroslava, was the top Mexican box-office champion of the January to July period. It grossed $44,490 in five weeks at the Cine Orfeon in March and April.

Additional Awards For MGM Contests

Additional cash prizes have been provided in the M-G-M "Lucky Seven Showmanship" contests, which will begin with "Mogambo" and continue for six consecutive releases. Howard Dietz, vice-president, this week disclosed that $5,950 in added awards will be made to the theatre managers and advertising men who create and carry out the winning campaigns.

The winner in the over-100,000-population group will receive an extra $500 prize. In the 10,000-100,000 group the victor will receive $250, while in the third group—under 10,000—the prize will be $100. These awards will be made for each of the seven releases.

'Kingdom' on 'Sub' Cards

Arthur Davis' "The Night Is My Kingdom" has been chosen by the New York Subways Advertising Co. as the co-picture of the month to be featured on its "Go See" posters in all subway cars during October. It is the first French-language film with English subtitles to be so selected.

Named Norpat Agent

Norpat Sales, Inc., distributor of theatre equipment and electronic items, has named Richard Davila as its representative in Puerto Rico. Davila, who has been in New York, now is returning to San Juan.

Asides & Interludes

—by James Cunningham

FILM salesmen in some spots are giving up their side duties as chauffeurs and are devoting more of their time to out-of-town selling. They are hiring cars.

The Hertz Rent-A-Car System says that almost 50 per cent of the country's car rentals are made by traveling salesmen, peddling this and that, and motion pictures. Eight years ago car rentals were almost all for pleasure driving.

Walt Jacobs, president of Hertz, Chicago, says that salesmen are using planes and trains increasingly to slash traveling time between cities and are renting autos at their destination to see their customers.

Distribution company bookkeepers and local film exchange bookkeepers will particularly like Walt Jacobs' don't-use-your-own-car economics. Says Walt: "An additional advantage of plane-auto and rail-auto travel is simplification of bookkeeping. Instead of a multitude of charges for gas, oil, mileage, and other car maintenance, the salesmen present only two bill copies to a company controller, one for plane or train passage, the other for car rental. Rent-A-Car fees," says Walt, "include gas, oil, and insurance."

☆ ☆ ☆

Real Realism:

The United States Navy, Office of Information, at Washington, dispatches word about a new subject, entitled "The Dying Manikin." Says the United States Navy about "The Dying Manikin":

"Lifelike manikins are old stuff, but it's a safe bet that the manikin now on exhibit at the U. S. Naval Hospital, Bethesda, Md., is unique. He dies, unless a quick first-aider knows how to save him. Simulating the victim of a major catastrophe, the prostrate 'casualty' dribbles blood from his flexible mouth; makes sucking noises through a puncture wound in his chest; bleeds profusely and rhythmically from a severed artery in his arm, has a gaping tear in his abdomen, and a severe gash on his knee. He's gruesome, but with a purpose, since he's as near to the real thing as you can get without blasting somebody, and will help indoctrinate dentists to their roles as emergency physicians in case of atomic attack. An uncanny facsimile of a wounded man, the manikin is constructed of glass-reinforced plastic and equipped with a circulating bloodstream of colored glycerin. And first-aid techniques work as well with him as a human being—if you know what to do."

☆ ☆ ☆

"As an oldtimer," writes Broadway and hinterlands showcard artist Meyer Chinsky, "I found your account of Chorlie Kessel very interesting. It made me wonder, though, whether you ever heard of the 'Views and Films Index,' the first film trade paper. I saw the editor of it who started it in 1905, who is Leon Rubinstein. He is still at 729 Seventh Avenue, still well known as Ruby.

"You sure dug up a veteran in Kessel, but he is retired, while Ruby is not only active after 48 years in the industry, but has just won the cooperation of all the top producers in an entirely new use for motion pictures—movies for the blind.

"Can you top this for a pioneer? He is still pioneering."

At the bottom of Meyer Chinsky's letter was this "P.S.":

"I have been making theatre signs since the motion picture business was centered on 14th Street."

Adolph Zukor probably remembers Meyer.

☆ ☆ ☆

There came to our desk, the other day, a greeting card, entitled "Greeting to a New Day," by Norman Corwin, writer, producer and director, who has gone far in radio, legit, and films—so far from the days when he was a trade press "planter" at 20th Century-Fox's home office, even like Hal Rand. Norman's "Greeting":

> "You have a visitor—the new day that's just arrived from the old world after a fast trip across the Atlantic. It's the latest in a long line of a thousand billion days that have come this way ever since the globe under your feet started spinning. Yet, this one is different from the rest, if only because you are living in it and can make something special of it. That young light outside your window is a tiny fragment, a mere sliver of history in the making. It belongs to you as much as to any living creature. Your own diary, no less than the chronicles of nations will be fuller by tonight. May the hours between now and then be all that you want them to be—may good luck be proportionate to the good you invest in the day. And may you be richer for these coming hours by at least a penny, a new thought, a task well done, a moment of laughter, a token of love, both given and received—a grain of contentment, a measure of peace. In other words, Good Morning."

The Greeting was written, as we said, by Norman Corwin—but it was sent by that old and lovable battle-axe, Leon Bamberger, of RKO Pictures.

☆ ☆ ☆

The zany Ritz Brothers claim with all seriousness (???) that George Pol's Science Fiction futuristic movies will never take the place of the Western movie with the small fry until George figures out some way that an inter-planetary pilot can whistle like Gene Autry and have his space ship come up and nibble to untie his bonds after the heavies tie his hands behind his back as the dynamite fuses sizzle nearby.

Hollywood Filming 26 Productions; 3-Point Drop

HOLLYWOOD, Sept. 10.—With only two pictures starting and five finishing, the production chart showed a three-point drop, for a total of 26 pictures in work.

Started were: "Gatling Gun" (Panoramic, 20th-Fox release), and "Silver Dollar" (Edward Small), Independent.

Completed were: "House in the Sea," Allied Artists; "Battle of Rogue River" (Esskay), Columbia; "Knights of the Round Table," Metro-Goldwyn-Mayer; "Casanova's Big Night," Paramount; "Jubilee Trail," Republic.

CBC Sets TV Confab; FPC Pushes Plans

TORONTO, Sept. 10.—The board of governors of the Canadian Broadcasting Corp. has scheduled a hearing on television applications from private enterprises at Winnipeg on Sept. 23-25. One application on the agenda concerns a TV broadcasting license at Kitchener, Ont., for Central Ontario Television in which Famous Players Canadian Corp. has a half-interest. The CBC gave approval to this franchise last spring, then ordered a delay for the consideration of any objections by other companies.

Famous Players and associates are going ahead at Quebec City with the construction of Canada's first privately owned TV station for which a license was granted by the Department of Transport. The station is scheduled to begin operations in the fall.

Considine and Daly Make Benefit Short

Bob Considine, war correspondent and newspaper columnist, and John Daly, television star, have made a short which will be shown in theatres of the Metropolitan area to stimulate interest in the reserved-seat premiere of Bing Crosby's "Little Boy Lost" at the Rivoli Theatre here on the evening of Monday, Sept. 21. All proceeds will go to the Memorial Building Fund of the Overseas Press Club of America.

Bald Mt. Selected For WTRI-TV Mast

ALBANY, N. Y., Sept. 10.—Bald Mountain, near Troy, was chosen as the transmitter site for WTRI-TV, television station of the Van Curler Broadcasting Corp., at a meeting of the board of directors held here. Operations are expected to start about Jan. 1.

Attending the board meeting from New York were S. H. Fabian, Sam Rosen and Edward L. Fabian.

Will Show Feature to Pre-Sell as TV Film

HOLLYWOOD, Sept. 10.—A policy of using feature pictures to pre-sell a television series has been established by Les Hafner, TV film producer now preparing "Kerry Drake," "Rex Morgan, M.D." and "Mark Hellinger Theatre" for television. "Kerry Drake" is being screenplayed by Malvin Wald. Production has been scheduled for October.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 52 NEW YORK, U. S. A., MONDAY, SEPTEMBER 14, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

UNITED ARTISTS' recent announcement that it will release 48 features during the next 12 months will come as welcome news to thousands of exhibitors who have been growing a bit apprehensive of late over reports of fewer pictures going into production currently and during the coming months.

The United Artists' schedule not only is impressive numerically but, as William J. Heineman, U. A. distribution chief, pointed out, it includes 32 films in color, or 65 per cent of the total, and a number in 3-D, CinemaScope and wide screen processes.

•

It is not only the largest 12 months' schedule in the 35-year history of the company but is the first time that United Artists has been able to list a full year's release schedule in advance.

Not mentioned in the company's announcement because some of the deals have not been closed formally yet, but equally reassuring to exhibitors, is the item that negotiations for 18 additional pictures for next year are in work now.

•

Many of those deals are likely to be closed when Arthur Krim, U. A. president, arrives on the Coast next weekend, and more when he arrives in Europe early next month.

Backing up the release of this record product schedule for U. A. will be solid advertising, publicity and exploitation campaigns tailored by vice-president Max Youngstein and his now internationally organized department, and strengthened by an enlarged Hollywood liaison staff.

•

Heineman's domestic sales force and Arnold Picker's organization abroad should in the near future be able to build weeky billings up to $600,000. They are presently running at the rate of more than $450,000 weekly and should

(Continued on page 2)

Anglo-U.S. Pact Meet Set Back One Day

WASHINGTON, Sept. 13.—Negotiation of a new Anglo-U. S. remittance argeement, scheduled to be held here Sept. 22, has been set back one day to the 23d. The Motion Picture Association of America said the new date was found to be "more convenient for all parties."

The two-man British negotiating delegation is scheduled to arrive here from London by plane early next week.

Sees Omnibus Bill In New Tax Fight

COLUMBUS, O., Sept. 13.—While "undoubtedly" another Mason Bill will be introduced in the next session of Congress, the industry "more than likely" will have to take its chances of eliminating the 20 per cent Federal admissions tax "with an omnibus bill adjusting all excise taxes," the Independent Theatre Owners of Ohio's current bulletin asserts.

"This is admittedly difficult," the bulletin observes, "but since Congress already is convinced of the justice of our case, it is a question of getting Congress to write into the omnibus bill complete relief for motion picture theatres in the face of a probable recommendation by the White House of a cut to 10 per cent."

Council of Motion Picture Organizations spokesmen said that the mem-

(Continued on page 4)

UA to Hold Branch Sales Meetings All This Week

A series of sales meetings in all United Artists branches in the U. S. and Canada will be launched this week for the purpose of carrying through the program established at UA's recent three-day national sales conference in New York.

The meetings, aimed to gear the company's entire sales force to handle the line-up of 48 releases for 1953-54, will be held under the supervision of division and district managers who participated in the New York conference. Many of the branch sessions will be attended by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager. Heineman and Kranze will meet separately with different branches.

Milton E. Cohen, Eastern division manager, and James Velde, Western division manager, have embarked on

(Continued on page 4)

Astor Pictures in Bid for Fight Film

Preliminary negotiations to distribute the Marciano-LaStarza fight film have been inaugurated between Astor Pictures and the International Boxing Club.

It is understood that RKO Radio Pictures, which previously distributed major IBC fight films, has stepped out of the field for the Sept. 24 Polo Grounds title match, which will be

(Continued on page 4)

FCC Proposes Extra UHF TV Stations for 35 cities

WASHINGTON, Sept. 13.—The Federal Communications Commission proposes giving each of 35 cities an additional ultra high frequency television channel.

The commission said the additions were possible without disturbing the assignments in any other city, and that they would help "in bringing television service to a large number of areas as soon as possible." Interested persons were invited to comment up to Oct. 13 on the proposals.

The cities which would get the additional channels under the FCC proposal are: Fort Smith, Ark.; El Centro, Merced, Modesto and Stockton, Cal.; Clearwater, Daytona Beach and Orlando, Fla.; Terre Haute, Ind.; Ottumwa and Waterloo, Ia.; Lexington and Paducah, Ky.; Alexandria, Bogalusa, and Lake Charles, La.; Cumber-

(Continued on page 4)

French, Head of Maco, Reports an Upbeat

MINNEAPOLIS, Sept. 13.—Minnesota Amusement president Harry B. French, back from meetings in New York, stated that exhibitor leaders there expressed "great optimism" over the future of the industry. French declared the enthusiasm shared by exhibitor leaders in New York was "well supported" by "very healthy" grosses.

Production in East Leaves Coast Cold

Say Problem Is to Keep Existing Studios Busy

HOLLYWOOD, Sept. 13.—If the views of the production community here toward the proposal that the industry cooperate in the suggested establishment of a production center in New York count for anything, the proposal can be forgotten immediately and finally.

Few, if any, production executives are to be found who take the proposal seriously. Those willing to discuss it ask why new production facilities in the East are needed with virtually all Hollywood studios reducing their output in preparation for the era of new techniques and "fewer but bigger productions, designed for longer runs."

Some contend that several major studios here will have difficulty keeping their stages and equipment in anywhere near full use in the coming months, with virtually every com-

(Continued on page 4)

RKO and Sol Lesser In New 3-Year Deal

HOLLYWOOD, Sept. 13.—Signing of a new three-year distribution agreement between RKO Pictures and Sol Lesser Productions was announced at the weekend jointly by J. R. Grainger, president of the distributing company, and Lesser. Lesser has distributed his product through RKO for 11 consecutive years.

Other producers who have released their product through the company for 10 years or more are Samuel Goldwyn and Walt Disney. Lesser's current release is "Tarzan and the She-Devil." The new deal calls for one Tarzan picture a year.

Allied Unit Urges More B.O. Effort

COLUMBUS, O., Sept. 13.—C. F. Pfister, president of Independent Theatre Owners of Ohio, sounded a constructive note in urging exhibitors in his area to attend the M-G-M "See for Yourself" trade screenings being held throughout Ohio this week in order to know better, by seeing

(Continued on page 4)

Personal Mention

J. R. GRAINGER, president of RKO Radio, postponed his return to New York and will remain in Hollywood for another 10 days.

•

Robert Rhodes, manager of Shea's Colonial Theatre in Akron, and Jack Hynes, manager of the circuit's Paramount in Youngstown, will arrive in New York from Ohio on Wednesday.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Bernard Levy, his assistant, have returned to New York from Detroit and Buffalo.

•

Rube Jackter, Columbia Pictures assistant general sales manager, and Mrs. Jackter are touring Europe. They will return here in late October.

•

Edward L. Walton, executive assistant to J. R. Grainger, president of RKO Radio, left New York by plane for Hollywood at the weekend.

•

Uda B. Ross, Westrex Corporation director for Latin America, left here yesterday for Venezuela.

•

Joe Pasternak, M-G-M producer, left here for the Coast at the weekend.

'Luther' Gets Special Legion Classification

"Martin Luther" has been separately classified in the current listing of the National Legion of Decency, which says of the film: "This picture offers a sympathetic and approving representation of the life and times of Martin Luther, the Sixteenth Century figure of religious controversy. It contains theological and historical references and interpretations which are unacceptable to Catholics."

The Legion also classifies 13 other current films, placing two in Class B and 11 in Class A. In Class B are "East of Sumatra" and "Thy Neighbor's Wife."

Included in Class A, Section 1 are "The All-American," "Combat Squad," "Mr. Scoutmaster," "Northern Patrol" and "Trail of the Arrow." Films in Class A, Section 2, are "The Actress," "China Venture," "Clipped Wings," "A Lion Is in the Streets," "Mr. Denning Drives North" and "Plunder of the Sun."

$4 - Million Building For Canadian Board

OTTAWA, Sept. 13. — Despite sharp criticism of the move, it is understood that tenders will be called shortly for the construction of a new $4,000,000 National Film Board of Canada headquarters in Montreal. Presently several buildings here house NFB personnel.

The new building will mean several hundred employes of the board will be transferred to Montreal; some have already complained they prefer to remain here.

Tradewise . . .

(Continued from page 1)

hit $22,000,000 for the current year.

When it is recalled that U. A.'s weekly billings were down around $125,000 three years ago when the company's present administration took command, and having in mind the discouragements and uncertainties which have plagued exhibition and distribution in that time, the achievements of the Krim, Robert Benjamin, Matthew Fox, et al, regime in so relatively brief a period are self-declamatory.

•

Exhibition may well regard this record with satisfaction. In the current period of industry transition U. A. stands, with exhibition's help, as an important source of product. In lesser hands it might well have disappeared from the scene, instead of, as it is today, striding shoulder-to-shoulder with the stalwarts of the industry toward newer, ever-greater goals.

Rosenfield on Coast For IFE Promotions

HOLLYWOOD, Sept. 13.—Jonas Rosenfield, Jr., vice-president in charge of advertising-publicity for IFE Releasing Corp., will arrive here from New York tomorrow to launch activities in connection with the Coast opening of two pictures and the personal appearances of three Italian models for the promotion of "Three Girls from Rome."

"The Young Caruso" will open Friday at the Larkin Theatre in San Francisco. "Bellissima" will have its Pacific Coast premiere at the Beverly-Canon in Los Angeles on the same day.

The trio of Italian models are due here Sept. 27 to spearhead the promotion of the English-language production.

'Housekeeping' Ad Post to McGovern

Stuart McGovern has been appointed manager of the motion picture advertising department of "Good Housekeeping." McGovern will call on advertising managers and directors of motion picture companies here.

McGovern was formerly with "Women's Day" and the international edition of "Reader's Digest."

'Confidential' to Small

Motion Picture rights to "New York Confidential," latest work of the Jack Lait-Lee Mortimer writing team, have been acquired by Edward Small, who will produce the picture for United Artists release. It will be adapted for the screen by Clarence Greene and Russell Rouse.

Filing Delay Won by Skouras Theatres

Skouras Theatres has been granted a postponement to file an amended complaint in its $88,000,000 anti-trust suit against distributors and circuits.

The new deadline for filing an amended complaint in Federal District Court is Sept. 30, it was stated. The delay was granted following Federal Judge John F. X. McGohey's dismissal of the action on the grounds that the original complaint was too long. In dismissing the action on technical grounds, Judge McGohey had originally granted the plaintiffs, Skouras Theatres and four affiliated companies, the right to file an amended complaint by Sept. 1, it was stated.

Largest Suit of Its Kind

The suit, believed to be the largest anti-trust action filed by exhibitors in the industry's history, named as defendants every major distributor with the exception of 20th Century-Fox. In addition, 44 plaintiff theatres are involved in the suit which charges unreasonable clearance and runs and conspiracy designed to favor the affiliated circuits, including Warner Brothers and RKO Theatres.

TOA, Filmack Finish Instructional Film

Shooting has been completed on "Courtesy Is Contagious," the first of a series of short instructional films which are being sponsored by Theatre Owners of America and produced by Filmack Trailer Co. The "Courtesy" film will be previewed at the TOA convention in Chicago, Nov. 1-5. The series is being made for the instruction of theatre staffs.

The first print will be exhibited at the Conrad Hilton Hotel in Chicago by Irving Mack, president of Filmack. Prints will be available in 16mm. and 35mm. to theatres throughout the country shortly following the premiere showing.

The subject instructs employes on the importance and necessity of courtesy to patrons by cashiers, doormen, ushers, candy-stand attendants, porters and matrons. Managers of both large and small theatres served as technical advisors during the shooting to insure accuracy.

Silliphant, Barnwell Will Produce 'Dust'

Stirling Silliphant and John Barnwell have acquired for independent production "Lie Down in the Dust," an original screenplay by Joseph Brun. They plan to start production in Cuba before the end of the year, shooting in Eastman color negative for wide-screen and stereophonic sound.

Harlan Starr Is Dead

HOLLYWOOD, Sept. 13.—M. Harlan Starr, who for 15 years managed the Detroit exchange of United Artists, died there Monday at the Deaconess Hospital, it was learned here at the weekend. He is survived by his widow, Sally, and a son, Clinton.

Chicago Sterilizer May Permit 3-D Glasses Re-use

CHICAGO, Sept. 13.—Approval for 3-D glasses in theatres here is in the offing, with the Steriloptics Company spending $30,000 to build a sterilizer to specifications laid down by the city's Health Department. In addition to sterilization, plans call for the glasses to be delivered in sealed paper containers.

Chicago theatres were warned by the Health Department several weeks ago not to re-use glasses even though they were sterilized, inasmuch as the city health authorities were dissatisfied with the sterilization process then in use.

Pola-Lite Ups Cates To Theatre Liaison

A. E. Cates, Jr., has been named theatre relations manager of the Pola-Lite Co., by S. G. Fassoulis, president of the organization, manufacturer of the new all-plastic 3-D glasses. Pola-Lite is a division of Commerce International Co., Inc.

Cates has been with Commerce International for the past six years, handling executive duties at several foreign branches and key offices in this country. In his new position he succeeds Dick Morros, who is leaving to become vice-president of All Dimensions, Inc., the company handling the new three-dimensional development, Moropticon. Cates will headquarter at the company's New York offices.

Wilcox-Yates' 'Anne' Bow Stirs London

LONDON, Sept. 13.—The premiere at the Leicester Square Theatre here Thursday night of the joint Herbert Yates-Herbert Wilcox production, "Laughing Anne," proved to be the plushiest Anglo-American occasion London has seen in months.

Apart from the customary presence of socialites, screen and stage stars and a heavy contingent of film trade leaders, the event was made notable by the presence of government officials headed by Clement Attlee, former Prime Minister, and American diplomats and service officers. The film was given a remarkably warm audience reception, while trade and national newspapers agreed its box-office success is inevitable.

$83,000 for 'Shane' In 1st Cleve. Runs

CLEVELAND, Sept. 13.—"Shane" scored heavily in Cleveland where it grossed approximately $68,000 in its five-week downtown first-run at Loew's State and Loew's Stillman, and $15,000 in its simultaneous second-run at Loew's Park and Granada, giving the picture a total of $83,000 in its first Cleveland showings. Immediately following the Park and Granada runs, it opened simultaneously in 10 deluxe neighborhood and three drive-ins, using a four-column cooperative ad in all three local newspapers to publicize the engagements.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club. Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

3 SMASH UA HITS WELCOME A 4th TO BROADWAY!

10th SMASH WEEK!

THE MOON IS BLUE

Victoria—**BROADWAY** at 46th St.
Also 10th Smash Week at the Sutton, N. Y.

Otto Preminger and F. Hugh Herbert present "THE MOON IS BLUE" starring William Holden • David Niven • Maggie McNamara with Tom Tully • Dawn Addams • Fortunio Bonanova • Produced and Directed by Otto Preminger • Written for the screen by F. Hugh Herbert • Music by Herschel Burke Gilbert • A Preminger-Herbert Production

4th SMASH WEEK!

I, THE JURY in 3-D

Criterion—**BROADWAY** at 44th St.

Victor Saville presents Mickey Spillane's "I, THE JURY" in 3-Dimensions with Stereophonic Sound Introducing Biff Elliot as Mike Hammer with Preston Foster • Peggie Castle • Margaret Sheridan • Alan Reed • Written for the Screen and Directed by Harry Essex
A Victor Saville Production

3rd SMASH WEEK!

Vice Squad

Globe—**BROADWAY** at 46th St.

Sol Lesser presents Edward G. Robinson • Paulette Goddard in "VICE SQUAD" with K. T. Stevens • Porter Hall • Adam Williams • Edward Binns • Jay Adler • Joan Vohs • Produced by Jules V. Levy and Arthur Gardner • Directed by Arnold Laven • Screenplay by Lawrence Roman

and now—

Return to Paradise

Loew's State—**BROADWAY** at 45th St.

Gary Cooper in "RETURN TO PARADISE" • Color by Technicolor with Barry Jones • Roberta Haynes • John Hudson • Directed by Mark Robson • Produced by Theron Warth • Screenplay by Charles Kaufman • Based upon the book by James A. Michener • Director of Photography, Winton C. Hoch, A.S.C. • Music composed and conducted by Dimitri Tiomkin • An Aspen Picture

Production

(*Continued from page 1*)

pany prepared to trim its production schedule.

Add to this the fact that certain story properties and other considerations will continue to dictate that some production be carried on abroad and some more largely on location sites elsewhere, and producers here have difficulty envisioning what need there could be for a pretentious new production center in New York.

They concede that New York locales will be required from time to time and that there will always be some producers who will want to make a picture there occasionally. These, it is pointed out, have encountered no difficulties in obtaining facilities there in the past and probably will not in the future.

However, to engage in a project calling for any minimum amount of production in New York on a regular commitment basis, where neither scripts nor economic factors require it, is out of the question, most production executives assert without qualification.

Getting down to details some suggest that to do so would entail either a large and wasteful duplication of equipment, sets, costumes, technical departments and manpower, or the costly and time-consuming transfer and re-transfer of all such items between the two Coasts.

Finally, studio overhead, always a serious problem here, would be further aggravated should any part of the smaller production schedules in prospect be transferred to New York. The result, it is said, would be still greater overhead charges against the lesser number of productions made here. And to what purpose, most producers want to know.

They agree it's a fine idea for the metropolitan Chamber of Commerce, for television film producers and a very few independent producers. But what of value it holds out to major companies and to Hollywood has not been revealed as yet. Not to Hollywood, anyhow.

The Motion Picture Association of America which, at the invitation of Frank J. Connaughton, director of the New York City Department of Commerce, assigned Taylor Mills of the MPAA to report on the New York production center proposal, said it had received no reactions from individual companies here to the report submitted to them by Mills.

MPAA observed that it regarded the subject as one to be decided by the companies individually.

Spokesmen for individual companies contacted saw no interest within their companies for the project.

placement specialists
robert
motion pictures ☆ ☆
goldfarb
tv — radio — theatres
agency
1650 b'way • pl 7-8050

3 Circuits Join in Salute to 'Robe'

Wometco, Inter-State and Fox Midwest circuits will join the salute to Wednesday's world premiere of 20th Century-Fox's "The Robe" at the Roxy here by blinking their marquee lights in the Navy's code signal of good luck.

Hundreds of theatres, both in key and smaller cities, are included in the line-up of the three circuits, joining houses of Loew's, RKO, Skouras, Brandt, Randforce, Balaban & Katz, Great States, and others. Scores of independent theatres, too, will blink their marquee lights precisely at 8:30 P.M. when the first CinemaScope production will be shown.

New York's first-run showcases participating in the tribute are Radio City Music Hall, Capitol, Loew's State, Paramount, Rivoli, Astoria, Globe, Mayfair and RKO Palace.

Wheeler, Nathanson Smitha Head Drives

CHICAGO, Sept. 13.—The Amusement Activities Committee, made up of leaders of the film industry here, met Friday to discuss industry policy with regard to charities during the coming year. Chairman John Jones appointed Ralph Smitha, of Essaness Theatres, to head the 1954 theatre audience collections for La Rabida Sanitarium, the chief charity of the Variety Club in Illinois. The 17 committee members attending the meeting voted to hold the La Rabida collection next summer, instead of in February or March as in the past, in an effort to avoid conflict with other fund drives and to collect more money by taking advantage of increased attendance at theatres during the summer months.

Robert Harrison, Harry Balaban and Jack Rose were appointed to the committee with Smitha. Bill Hollander, Irving Mack and Edwin Silverman were charged with the preparation of the trailer for the theatre collection.

Herb Wheeler was appointed chairman of the community fund drive for the industry for the second straight year, and Nat Nathanson will direct the amusement section of the infantile paralysis campaign.

TV Loss, Radio Gain Reported by CBC

OTTAWA, Sept. 13.—An operating loss of $2,563,118 for 1952-53 is shown by the television service of Canadian Broadcasting Corp. This loss is offset by an operating surplus of $2,939,478 in the radio field, according to an annual report just issued. Commercial revenue of the TV service in the seven-month period of commercial operation was $518,380.

Expenditures for television totalled $2,914,882, leaving a deficit of $2,329,386 before depreciation. Programs for TV cost $1,854,589, the largest single expenditure.

Norton & Condon to Handle 'Warriors'

S. P. Eagle has engaged the public relations firm of Norton and Condon as advertising-publicity representatives for "The Golden Warriors," it was disclosed by Francis M. Winikus, national director of advertising-publicity for United Artists, which will distribute.

Halt Free 16mm. Showings in Ohio

COLUMBUS, O., Sept. 13.—Distributors of 16mm. films identified with the free showing thereof will be denied Columbia product, A. Montague, vice-president of Columbia in charge of distribution, has assured the Independent Theatre Owners of Ohio.

The organization's current bulletin points out that the "same assurance" had been given earlier by Allied Artists and that United Artists had acted similarly with respect to pictures over which it still had control.

UA Meetings

(*Continued from page 1*)

tours of their territories to give personal guidance to the meetings at the branches which are under their jurisdiction.

District managers who will bring the sales program to the 32 branch meetings are: Eastern district manager John Turner, who will cover Boston, Buffalo, New Haven, Philadelphia, Pittsburgh and Washington; Central district manager Harry Goldman, who will supervise meetings in Chicago, Cincinnati, Cleveland, Detroit and Indianapolis; Southern district manager George Pabst, who will oversee the meetings in Atlanta, Charlotte, Dallas and New Orleans; Midwest district manager F. J. Lee, who will cover Kansas City, Milwaukee, Minneapolis, Omaha and St. Louis, and West Coast district manager Ralph Clark, who will guide the sessions in Denver, Los Angeles, Salt Lake City, San Francisco and Seattle.

Six Meetings in Canada

Canadian division manager Charles S. Chaplin will supervise meetings in Calgary, Montreal, Toronto, Vancouver, Winnipeg and St. John.

The meetings will put into operation the sales plan devised for the 48-picture release schedule that utilizes all film forms: 3-D, 2-D color, wide-screen, CinemaScope and stereophonic sound.

The record line-up of product was announced last week by Heineman at the conclusion of the New York meetings.

Fight Film

(*Continued from page 1*)

seen exclusively on theatre television.

Although Astor Pictures has indicated a willingness to act as the distribution agency, it is seeking better terms from the IBC for the upcoming bout, it was stated. An Astor spokesman said that his company wants more than the usual 30 per cent cut, plus print costs, from the IBC for distributing the film.

Omnibus Bill

(*Continued from page 1*)

bership and board meetings scheduled for Sept. 21 and 22 in New York undoubtedly would discuss and perhaps decide whether or not the best strategy for the new tax repeal campaign would call for reintroduction of the Mason Bill, an entirely new bill or special consideration for theatres in an omnibus bill.

Allied Unit

(*Continued from page 1*)

the pictures, how to attract the largest possible audiences to the theatres that will play them.

"It behooves us," Pfister is quoted in the current bulletin of his organization as saying, "to do a better job than we did on rushing into 3-D and having it fold in our faces . . . and give the distributors larger percentages of the gross."

National Allied States Association has scheduled for discussion at its annual convention in Boston next month methods of re-winning audiences to theatres and of improving theatre business generally.

In the same bulletin, Robert Wile, ITO of Ohio executive secretary, commends Charles M. Reagan, M-G-M vice-president in charge of distribution, on M-G-M's recent offer to do all in its power to aid theatres in keeping open, particularly such theatres as may be the only ones in their communities.

Cites Virginia Invitation

Wile also reports that at the recent convention of Allied Theatre Owners of West Virginia, Herbert Gillis, Paramount branch manager in Cincinnati, invited exhibitors confronted with local or regional adversity in that territory to forward reports of such conditions, indicating that cases which warranted it would be entitled to consideration by his company. The conditions referred to were in the nature of crop failures, droughts, curtailed local employment and other factors having an adverse effect on theatre business.

NCA Showmen Silent On MGM Aid Offer

MINNEAPOLIS, Sept. 13.—The offer of Charles M. Reagan, M-G-M sales head, to aid "distressed" theatres has drawn no exhibitor comment here, according to Stan Kane, North Central Allied executive counsel. The M-G-M offer, which was made by Reagan through exhibitor associations two weeks ago, would extend film rental relief to needy theatres cited by exhibitor groups.

In its current bulletin, Kane said NCA "hoped that every Allied member would take advantage of this offer by Metro. We are reasonably sure that all other film companies will follow Metro's example in the case of the distress situations."

The NCA declared that the exhibitor in need of relief has only himself to blame "if you do not take advantage of every opportunity to remedy the situation."

It was noted in the bulletin that Reagan's offer has not been met with "howls of derision," which has been the rule in the past, and attributed the change of exhibitor temper to a question of survival of both distributor and exhibitor.

FCC Proposes

(*Continued from page 1*)

land and Hagerstown, Md.; Cape Girardeau, Mo.; Asheville, Durham, Fayetteville and Goldsboro, N. C.; Klamath Falls and Salem, Ore.; Charleston, Florence and Spartanburg, S. C.; Big Spring and Tyler, Tex.; Wenatchee, Wash.; Beckley and Clarksburg, W. Va., and Green Bay and LaCrosse, Wisc.

SOME STRAIGHT TALK
ON 3-D AND
WIDE SCREEN
PROJECTION

"How much *more* light do I need for my new movie system?" That's the question everyone's asking today. Now is the time for specific, *factual* data on light requirements for 3-D and expanded screen projection.

With this need in mind, research and development engineers of National Carbon Company have collaborated on a treatise on screen light for the new motion-picture systems.

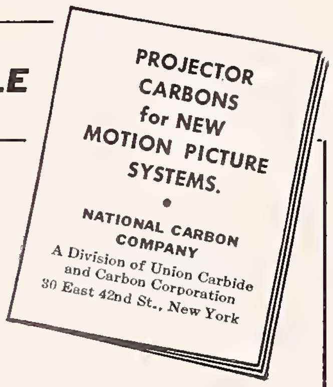
HERE'S WHAT THIS FREE BOOKLET CONTAINS:

- Range of screen sizes suitable to each of the new "National" lighting carbons listed below for 3-D and wide-screen projection.
- Answers, based on original research, to many of the projectionist's problems, presented in a form he can easily apply to his own physical set-up.
- Information *anyone* can use for a better understanding of the lighting problems peculiar to exciting new stereoscopic and wide screen systems.

"NATIONAL" CARBONS FOR NEW PROJECTION SYSTEMS

TYPE OF LAMP	CARBON	AMPERES
Non-rotating, Reflector-	7, 8, & 9mm "Suprex"	42-75
Rotating, Reflector	9, 10, & 11mm H. I.	75-115
	10mm "Hitex"	115-135
Rotating, Condenser	13.6mm H. I. & "Hitex"	125-180

GET YOUR FREE COPIES OF THIS IMPORTANT ARTICLE


PROJECTOR CARBONS for NEW MOTION PICTURE SYSTEMS.
•
NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd St., New York

NATIONAL CARBON COMPANY
30 E. 42nd Street, New York 17, N. Y.
Gentlemen:

Please send me postpaid and without charge, _______ copies of your new article on screen light for the new motion picture systems. No obligation, of course.

(PLEASE PRINT)

Name ____________________ *Title* ____________

Company ____________________________

Address ____________________________

(Signed) ________________________

The terms "National", "Suprex", and "Hitex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

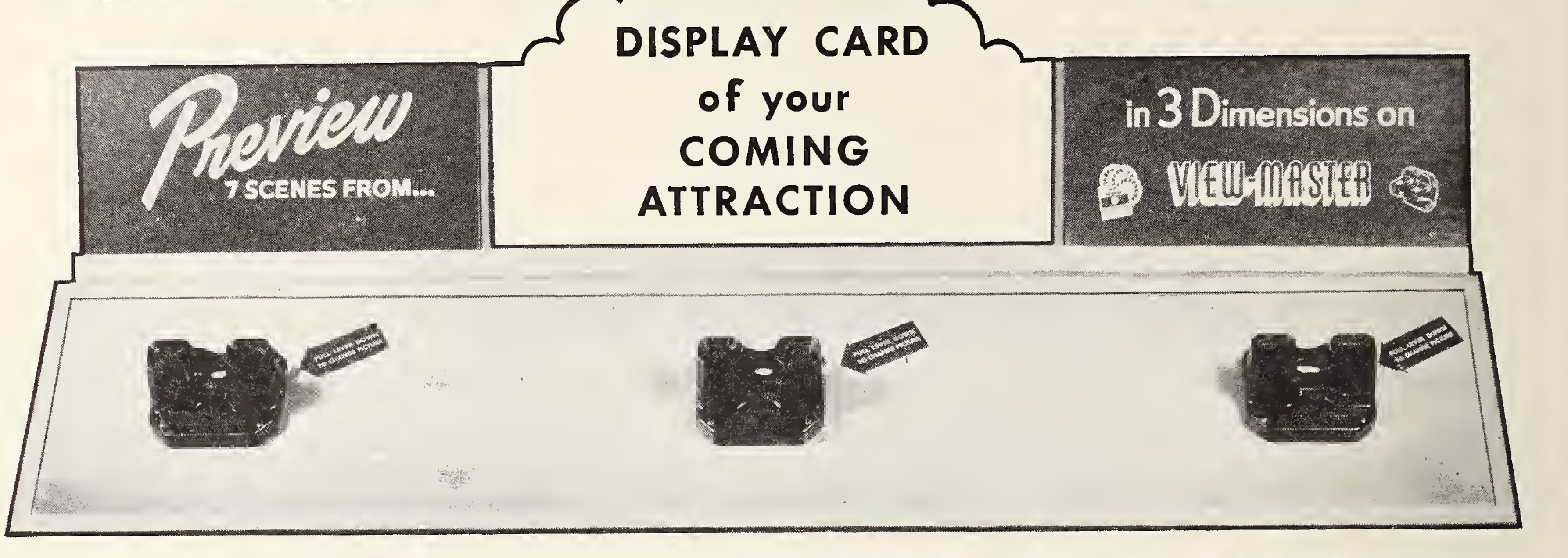
District Sales Offices:
Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg

The Best Way to Sell Your 3-D ATTRACTIONS...

IN LOBBY, FOYER, OUT FRONT

AND AWAY-FROM THEATRE!


Preview
7 SCENES FROM...
DISPLAY CARD
of your
COMING
ATTRACTION
in 3 Dimensions on
VIEW-MASTER

3-D VIEW-MASTER DISPLAY CABINET

Here's the display that SELLS 3-D . . . by SHOWING 3-D! . . . Actual scenes from the picture . . . in full color and 3 dimensional depth . . . permit the patron to *sample* the motion pictures' new, thrilling dimension.

Three VIEW-MASTERS on each cabinet, show seven scenes from your 3-D Attractions! You buy the display at the low outright sale price of $24.50 and use it on *all* your 3-D hits! Reels — set of 3, $1.85 . . . Display cards — 60c each. Buy several and *sell* 3-D . . . BIG!

OVER 1500 3-D THEATRES Now Using VIEW-MASTER DISPLAY SERVICE regularly . . . on each 3D ATTRACTION!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 53 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 15, 1953 TEN CENTS

$2,663,000 for Cinerama Here In First Year

Picture Draws Close to Capacity Business Still

By MURRAY HOROWITZ

"This Is Cinerama," which observes its first anniversary on Broadway on Sept. 30, will have grossed an estimated $2,663,000 for the 12-month period.

The walloping box-office success, which touched off the enthusiasm for new screen techniques, is currently doing about $45,000 per week at the 1,600-seat Warner Theatre, where 17 shows per week are being performed on a reserved seat basis. Today, the drawing power of Cinerama appears just as strong as when it opened at the Broadway Theatre, with nearly capacity business being chalked up weekly.

The popularity of "This Is Cinerama" is not confined to New York. Excellent grosses are also being registered in Los Angeles, Detroit and Chicago, where the first Cinerama production is now playing. Stanley

(*Continued on page* 5)

Discuss Plans Here For Financing of Rogers Hospital

A number of plans for the operation of the Will Rogers Memorial Hospital were discussed here yesterday by the financing committee at a luncheon-meeting in the St. Moritz Hotel. Fred Schwartz, committee chairman, and A. Montague, president of the hospital, presided.

It was decided that a principal financing project will be the contribution of one hour's pay by all employes of distribution and exhibition. Another proposal calls for the sending of

(*Continued on page* 5)

U.K. Trade Warned On Eady Agreement

LONDON, Sept. 14.—The Board of Trade has outlined to the four film trade associations the regulations for continuance of the Eady Plan which will be adopted by the government in the event the trade does not agree by the end of October on the voluntary terms for the plan's continuance.

It is believed, as a result, that both producers and exhibitors will soon

(*Continued on page* 5)

$125,000 for 'Here', $153,000 for 'Roman'

"From Here to Eternity" at the Capitol and "Roman Holiday" at Radio City Music Hall lead the Broadway box-office parade this week.

The sixth week of the record breaking grosser at the Capitol is due to hit a terrific $125,000. "Roman Holiday" at the Hall is expected to do a sturdy $153,000 for its third week.

20th's Revenue Is Up 32%

Every 20th Century-Fox holiday record was smashed during the second week of the "Al Lichtman Testimonial," according to reports made yesterday by division managers, who lead this "grass-roots" campaign at 38 branches.

The previous Labor Day record for revenue was exceeded by 32.3 per cent while that for the number of participating theatres in both the United States and Canada was topped by 26.8 per cent.

The old all-time holiday week's revenue was established during Christmas Week of 1945. That mark was topped by 21.1 per cent.

Last week's earnings exceeded those of the first seven days of the testimonial by 3.9 per cent and the initial stanza's revenue was 43.37 per cent above the company's weekly average for the preceding 36 weeks of this year.

Division managers Herman Wob-

(*Continued on page* 4)

Stock Size Prices Cut for Miracle, Magniglow Screens

A reduction from $3 to $2.10 per square foot in the Magniglow Astrolite and Miracle Mirror screens for stock sizes up to 50 feet in width was announced here yesterday by Al Lichtman, 20th Century-Fox distribution director.

Lichtman made the announcement following a demonstration of the new all-purpose Magniglow Astrolite Screen for the projection of CinemaScope pictures. The price of screens using widths in excess of 50 feet remains at $3 per square foot, he added.

The price reduction, he explained, was made by the manufacturers because of the production volume achieved, and the virtual elimination of waste due to the standardization of sizes. The stock sizes, he added, are for theatres of any size or shape which require screens up to 50 feet in width and generally have up to 2,500 seats. "The Magniglow Astrolite, like the

(*Continued on page* 4)

Polaroid to Show 3-D Units to Allied

BOSTON, Sept. 14. — As a highlight of the Allied national convention, Polaroid Corp. will give a demonstration of its new synchronization monitoring and control devices for 3-D films at the University Theatre, Cambridge on the morning of Oct. 7. With these devices it is said the projectionist can maintain perfect synchronization between the two linked projectors at all times. This is the same demonstration that Polaroid offered members

(*Continued on page* 4)

'Mogambo'

[*Metro-Goldwyn-Mayer*] *Hollywood, Sept.* 14

THE Africa that yielded the fabulously bountiful "King Solomon's Mines," three years ago this month is the fecund terrain of a safari headed straight and sure toward the same or greater grosses. This one could turn up the gold strike of the season.

This is not, as the foregoing might seem to imply, a sequel to "King Solomon's Mines," nor does it bear any direct relationship to that picture save the similarity of setting, which is pretty important, and of financial promise. It is sharply different in that this production subordinates the terrain and the animals to the two-legged players and their problems, and uses the setting, the wild life and the elements to the dramatic advantage of the story enacted in the foreground. It differs, too, in that the story is in the hot category, emotionally, whereas the other was hot in the thermometric sense only."

The American stars in the picture are Clark Gable and Ava Gardner, and it is going to be the performances turned in by this pair and Grace Kelly, and the triangular story they play out, that the public is going to be talking about over back fences, over telephones, and over and over

(*Continued on page* 2)

9 Set, More to Come from Para. in '53

Product Position Said Now at 'Highest Level'

(Picture on Page 4)

Paramount executives Adolph Zukor, Barney Balaban and A. W. Schwalberg yesterday told motion picture trade press publishers and editors at a luncheon in Zukor's honor that the company's product position is at present at its highest level in terms of both film quality and box-office values, and that sustained good times are in store for Paramount and its exhibitor customers.

Schwalberg, president of Paramount Film Distributing Corp., announced nine pictures for release in September through December, indicating that more would be added shortly to the four months' line-up.

Two occasions motivated the special luncheon in the home office executive dining room, to which the trade press executives had been invited by Bala-

(*Continued on page* 4)

'U' in Production Spurt; Starting 12 in 3 Months

Universal-International's production activities will hit the year's peak during the next three months, according to Edward Muhl, vice-president in charge of production, who revealed yesterday that 12 major pictures are scheduled to start during the 90-day period. This will give the studio from four to six features in work constantly from now until the Christmas holidays. Ten of the pictures will have color by Technicolor and one will be in 3-D.

Launching of these pictures will

(*Continued on page* 5)

Cooper Is Interim 'IA' Coast Head

HOLLYWOOD, Sept. 14.—Contract negotiations between the IATSE and the major studios took on a new aspect today as the IATSE international vice-president, Carl Cooper, took over temporary leadership of the Hollywood locals from international representative Roy M. Brewer whose resignation president Richard Walsh

(*Continued on page* 5)

Personal Mention

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, returned to New York yesterday from Hollywood.

•

Jayne Hornby, Radio City Music Hall ballerina, was married Friday at the Little Church Around the Corner to Harold Turner, assistant stage manager at the Hall.

•

Arthur C. Bromberg, president of Monogram Southern Exchanges, Inc., and Ruth Roberts, of the accounting department, have returned to Atlanta from the Charlotte exchange.

•

F. J. A. McCarthy, Universal Pictures Southern and Canadian sales manager will leave New York today for New Orleans.

•

Robert Dressler, Chromatic Television Laboratories director of research and development, will leave here today for Chicago.

•

Fredrica Eidelsberg, secretary to Charles E. McCarthy, information director of COMPO, has returned to New York from Florida.

•

Martin H. Poll, of Intercontinental Television Films Corp., will leave New York in about a week for Europe.

•

Joe Mansfield, United Artists publicist in Boston, is the father of a son born to Mrs. Mansfield last Thursday at St. Elizabeth's Hospital.

•

Mary Keaney, of Affiliated Theatres Corp., Boston, was married last Saturday to Richard Cahill of Dorchester.

•

Harold Wirthwein, Allied Artists Western division sales manager, has returned to Hollywood from Phoenix, Ariz.

'American Weekly's' 'Movie Annual' Out

The yearly "Movie Annual" of "The American Weekly," issued Sunday, marked the high point of the publication's year-round program of editorial features on motion pictures. Reviews of current and coming hits, as well as news about the stars, were generously distributed throughout the 44 pages of the "special."

Additional print orders were completed by the publishers to take care of an expected demand for extra copies.

Reeves to Celebrate 20th Anniversary

A cocktail party will be held on Friday, Oct. 2, at the Starlight Roof of the Waldorf-Astoria to mark the 20th anniversary of Reeves Sound Studios, Inc. here.

'Mogambo'

(Continued from page 1)

again. That's what happened back in 1932 when Gable, Jean Harlow and Mary Astor played it out in "Red Dust" without benefit of color by Technicolor, stereophonic sound or stretched-out aspect ratio. It figures to happen again with as much enlargement as the medium itself has undergone since that time.

The script by John Lee Mahin, who happens to have written the script for "Red Dust" also, is a lively, lusty stretch of writing—much livelier and lustier than is his wont—which divides the hot lines about equally between Gable and Miss Gardner, possibly giving her the better of it on the hotter of them. He plays an American engaged in the animal-trapping business in Africa and she portrays a gal he describes as "play stuff" who flies in to join up with a royal playboy who has flown away before her arrival. Gable plays around with her for a few days and then orders her on her way, much to her dislike, because Miss Kelly, nice wife of a dull scientist who has employed Gable's services, is due in camp with her husband. But Miss Gardner's boat runs aground and she returns, creating a situation of several dimensions, points and potentials. The smart showman will let his customers take it from there.

This is far and away Gable's best post-war picture. That could be in large part because the role is old enough for him and he for it. But it's more likely that the direction of John Ford is the factor that makes the difference. It's the usual faultless Ford job.

And this is, of course, the best picture of Ava Gardner's entire screen career, which figures to boom mightily after the film gets around.

The scenery is fine, the animals are wonderful, the color is fascinating, the weighting of the setting against the story and vice versa is level as a level, and the picture in whole is a triumph of production for Sam Zimbalist.

It's another African gold mine.

Running time, 119 minutes. Adult audience classification. Release date, Oct. 9.

WILLIAM R. WEAVER

Sumner Named Para. Newspaper Contact

Gabe Sumner has been named New York newspaper contact for Paramount Pictures, Jerry Pickman, vice-president in charge of advertising-publicity, announced here yesterday.

Sumner has been with Paramount several years, starting as New York exploitation representative, and more recently serving as syndicate contact. Previously he was associated with Schine Theatres.

Suggest 3% Ticket Tax in Milwaukee

MILWAUKEE, Sept. 14.—The special taxation committee of the Milwaukee Common Council has before it a suggested three per cent municipal tax on admissions, estimated to yield $300,000 per year.

The proposal was among a number of new revenue possibilities suggested by a research group of city workers assigned to the new revenue study.

Services Tomorrow For Lewis Stone

HOLLYWOOD, Sept. 14.—Private funeral services will be held Wednesday morning at the home of Lewis Stone for the veteran actor, who died of a heart attack Saturday night. Stone, a Hollywood star for more than 35 years, is survived by his widow and two daughters.

Mass for Mrs. Cassidy

A Requiem Mass for the late Bridget F. Cassidy, mother of John A. Cassidy, general representative for RKO Theatres here will be held on Thursday morning at nine o'clock in the Lady Chapel of St. Patrick's Cathedral.

RKO Answers Suit; Hearing to Be Set

RKO Radio Pictures yesterday filed answering affidavits in New York Supreme Court in connection with the minority stockholders suit seeking the appointment of a receiver.

Following a study of the answering papers in the suit, brought by Louis Schiff and Jacob Sacks, a hearing date will be set by the court, it was stated. RKO also called upon the plaintiffs to post security for their action covering legal costs and the court set Friday for the deadline for the plaintiff's answer. Papers submitted by RKO, in answer to the complaint, maintained the company is currently operating profitably and there are no grounds for a receivership action.

Lippert Regional Meet Tomorrow

Lippert Productions will hold a regional sales meeting in New York tomorrow. The 1954 product lineup will be discussed as well as the sales policy on the company's picture, "Sins of Jezebel."

Cardas Funeral Today

HOLLYWOOD, Sept. 14.—Requiem Mass will be held tomorrow morning in Visitation Church for Spyros G. Cardas, 64, who died Saturday. The deceased entered exhibition 38 years ago with the Skourases and was co-first run district manager for the Fox West Coast circuit at the time of his death. A son and three daughters survive.

Mrs. Lesner Passes

CHICAGO, Sept. 14.—Mrs. Sima Lesner, 62, mother of the "Chicago Daily News" motion picture critic, Sam Lesner, died here last Friday.

Extend Deadline on 16mm. Answers

LOS ANGELES, Sept. 14.—Distributor defendants in the government's anti-trust suit, charging withholding of 16mm. prints from television, have been given an additional month in which to complete their answers to interrogatories. The answers were due tomorrow. It is reported that only three of 12 defendants have not fully completed their answers.

Paramount Boosts 'Eternity' at Capitol

The New York Paramount Theatre has added something new to its motion picture advertising—boosting a picture in a competing Broadway house. The picture is "From Here to Eternity," currently doing record business at the Capitol.

In prominent ads in all Metropolitan New York newspapers, the Paramount in "An Open Letter to Movie Goers!" urges people to see "From Here to Eternity" at the Capitol.

The ad reads, in part: "Unusual as it may seem for one important theatre to urge attendance at a competitive house, we do it because of our pride in being part of an industry that can provide entertainment of this superb quality."

Another 'Eternity' Mark

PHILADELPHIA, Sept. 14. — "From Here to Eternity" has broken the house record at the Stanley Theatre here with a reported gross of $52,000 in the first five days of its engagement.

'Fury' Release in Oct.

"Black Fury," a short length feature filmed by Warner Brothers in the Okefenokee Swamp in Georgia, has been set for release early in October by Norman H. Moray, the company's short subjects sales manager. Color is in WarnerColor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

JOHN WAYNE in Island in the Sky
IN PERSON GUY MITCHELL
ART MOONEY ORCH.
ROGER RAY - LOS GATOS
EXTRA JANE PICKENS
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

SHOW BUSINESS DICTIONARY
-Si

There's a New Word for it!

MOGAMBOXOFFICE!

M-G-M Presents
In Color by **TECHNICOLOR**
"MOGAMBO"
Starring
CLARK GABLE **AVA GARDNER**
With
GRACE KELLY
Screen Play by **JOHN LEE MAHIN**
Based Upon a Play by Wilson Collison
Directed by **JOHN FORD**
Produced by **SAM ZIMBALIST**

It launches the New Movie Season!

It's the Greatest! It tops "King Solomon's Mines"!

It's sure-fire for Columbus Day crowds!

Filmed on safari in darkest Africa!

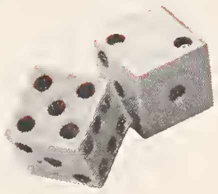
Stars Clark Gable and Ava Gardner!

M-G-M promotes it to the skies!

Spectacular Technicolor production!

Next at Radio City Music Hall!

ENTER M-G-M's BIG "LUCKY 7" CONTEST!



Get the booklet from your M-G-M Branch office! Enter your campaign on each of M-G-M's Seven consecutive Big Ones. All in Color! (*"Mogambo"*, *"Torch Song"*, *"Take The High Ground!"*, *"All The Brothers Were Valiant"*, *"Kiss Me Kate"*, *"Escape From Fort Bravo"*, *"Easy To Love"*)

$5,950 IN EXTRA PRIZES!

In addition to paying for the entire cost of the winning campaign on each picture, M-G-M will award cash prizes to the persons (theatre managers and/or advertising men) who create them.

200 ENTRIES OVERNIGHT!

Entry cards are rolling in. In one mail came entries from: American Theatres, Boston • Independent Theatres, Chattanooga • Syndicate Theatres, Franklin, Ind. • Walter Reade Theatres, New Jersey • Stanley-Warner, Penn. & Va. • R. K. O. Theatres • John Hamrick Theatres, Portland, Ore. • Florida State Theatres • Engel Theatres, Pa. • Fox Midwest Theatres Skirball Theatres, Cleveland • United Detroit Theatres Essaness Theatres, Chicago • Favorite Theatres, Spokane • United Theatres, Salem, Ore. • W. Va. Theatrical Ent., Wheeling, W. Va. • Tri-States Theatres, Des Moines • Stewart-Everett Theatres, Charlotte, N. C. • Alliance Theatres, Terre Haute, Ind. • Cooper Foundation Theatres, Lincoln, Neb. • Roth Theatres, Va.

ACT FAST! SEND IN YOUR CARD TODAY!

Chretien Seeks to Patent Innovations For CinemaScope

Professor Henri Chretien, inventor of the CinemaScope process, has applied for patents on improvements in the anamorphic lens system, he disclosed here yesterday on his arrival in the United States from Paris.

Chretien, through a spokesman, said that he had applied for patents in France and his attorneys have made similar applications throughout the world. Under the international patent agreement, it was explained, Chretien's rights regarding the improvements are protected for one year until action is taken on the application in each country. Chretien said the improvements dealt with the shooting lens, simplifying it so that one cameraman instead of two can be used. He said, however, that the basic patents on his process are now in the public domain.

Chretien, here for tomorrow's premiere of 20th Century-Fox's first CinemaScope production "The Robe" at the Roxy, congratulated 20th-Fox for the manner in which it has utilized his process.

Stock Size Prices

(*Continued from page* 1)

Miracle Mirror Screen," he stated, "meets the rigid requirements for perfect CinemaScope projection."

Attending the final test showing were the presidents of the three corporations involved: Spyros P. Skouras, 20th Century-Fox; Agis I. Mihalakis, Glowmeter Corp. of Buffalo, which developed the Magniglow Astrolite Screen, and Harry Eller, Radiant Manufacturing Corp. of Chicago, fabricators of the screen, as well as W. C. Michel, executive vice-president 20th-Fox; Earl I. Sponable, the company's research director, and Herbert E. Bragg, assistant director of research for 20th-Fox.

20th's Revenue

(*Continued from page* 1)

ber, Harry G. Ballance, Martin Moskowitz, Moe A. Levy, Tom McCleaster, Glenn Norris and Peter Myers also reported that last week 20th Century-Fox features were shown at 17,442 theatres in the U. S. and Canada, against 17,116 in the prior week.

Mono. 'Holders to Vote on New Name

HOLLYWOOD, Sept. 14.—Stockholders of Monogram Pictures will be asked to authorize a change of name of the company and an increase in the number of common stock shares at the annual meeting in November. The new name would be Allied Artists Pictures Corp. The stock increase would be from the present 1,000,000 shares to 1,500,000 shares. Directors voted for the proposals at a weekend meeting here. Attending the board meeting from the East were Arthur Bromberg, Atlanta; Edward Morey and Norton Ritchey, New York, and Herman Rifkin, Boston.

Tribute to Adolph Zukor

PARAMOUNT executives at a luncheon for trade press editors and publishers, marking the publication of Adolph Zukor's autobiography, "The Public Is Never Wrong," and the inauguration of the "Adolph Zukor Golden Jubilee Salute." Seated above are, left to right, E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp.; Alan Jackson, story and play editor; Barney Balaban, president of Paramount Pictures; Adolph Zukor, board chairman, and Walter Minton, Jr., advertising manager of G. P. Putnam's Sons, publishers of the book.

Para. 4-Month Schedule

(*Continued from page* 1)

ban, president of Paramount Pictures: the publication of Zukor's autobiography, "The Public Is Never Wrong," and the inauguration of the Adolph Zukor Golden Jubilee Salute," 14-week sales drive commemorating the Paramount Pictures board chairman's 50 years in the motion picture business.

With the official publication date of "The Public Is Never Wrong" set as Sept. 28 by G. P. Putnam's Sons, the trade press executives received from Zukor at the luncheon advance copies of the new book. Zukor left New York for Hollywood last night to review new product, preparatory to departing for Europe on Oct. 9 for a one-month tour in conjunction with the worldwide Zukor Jubilee Salute which got underway Aug. 30. He will be accompanied on the tour by George Weltner, president of Paramount International Films, Inc.

Never before in Paramount's history has the company had in release as large a group of box-office hits as it has at this time, Balaban told the luncheon guests. Among the current pictures he cited in this connection were "Stalag 17," "Shane," "Scared Stiff," "Roman Holiday," "The Caddy," "Sangaree," "Houdini," "The War of the Worlds," "Pony Express" and "Arrowhead," each of which was described as far exceeding in earning achievement the great box-office promise credited to it at commencement of release.

This proves, the Paramount president said, that careful production planning and maximum emphasis on star and story quality will pay off handsomely regardless of the extent to which motion picture theatre entertainment may be challenged by other entertainment forms. Balaban voiced unqualified optimism concerning the business prospects of forthcoming Paramount releases.

Schwalberg announced the four-month release schedule as follows:

September — "Roman Holiday," William Wyler, producer and director, and starring Gregory Peck and Audrey Hepburn.

"The Caddy," starring Dean Martin and Jerry Lewis.

October—"Little Boy Lost," starring Bing Crosby, produced by William Perlberg and George Seaton, and slated to have an Overseas Press Club benefit opening at New York's Rivoli Theatre Sept. 21; "The War of the Worlds," Technicolor interplanetary spectacle produced by George Pal and based on H. G. Wells' novel of the same title, and "Those Redheads from Seattle," 3-dimension Technicolor musical, starring Rhonda Fleming, Teresa Brewer, Guy Mitchell, Gene Barry and the Bell Sisters.

November—"Flight to Tangier" in 3-D and Technicolor, starring Joan Fontaine, Jack Palance and Corrine Calvet; "Botany Bay," in Technicolor, starring Alan Ladd, James Mason, Patricia Medina and Sir Cedric Hardwicke. "Cease Fire," Hal Wallis' 3-dimension production filmed in Korea.

December—"Here Come the Girls," Technicolor musical comedy starring Bob Hope, Arlene Dahl, Rosemary Clooney and Tony Martin. Slated, meanwhile, for a limited number of New Year's Eve engagements is the first Dean Martin and Jerry Lewis picture in Technicolor and 3-dimension, "Money from Home."

Company executives attending the luncheon, in addition to Balaban, Zukor and Schwalberg, included: Paul Raibourn, Paramount Pictures vice-president; E. K. O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, and others.

Walter Minton, Jr., advertising director of G. P. Putnam's Sons, publishers of "The Public Is Never Wrong," and Dale Kramer, who wrote the book with Zukor, also were among the luncheon guests.

Paramount's 1954 Product Lineup to Match This Year's

Paramount's production-release schedule for 1954 will match this year's in number and quality, and production expenditure will be greater than that in either 1951 or 1952, Barney Balaban, Paramount Picture president, told trade press editors and publishers at the home office luncheon yesterday honoring Adolph Zukor on the publication of his book "The Public Is Never Wrong," and on the occasion of the current "Adolph Zukor Golden Jubilee Sales Drive."

"The completed product, product being edited and properties being readied for production for the 1954 schedule are just as formidable as that comprising the 1953 schedule," Balaban said. He related that five more pictures than were contemplated earlier this year have been added to the production schedule, involving a $7,000,000 to $8,000,000 studio expenditure.

With similar policies being adopted elsewhere in the industry, Balaban said a firmer base and more prosperous future for motion pictures will be established.

The Paramount president introduced Zukor in warm terms, describing the pioneer executive as one who "always refers to the future in business discussions, never to the past."

Zukor Sees "Re-birth"

Zukor, responding, recalled his prediction of last January at his golden jubilee celebration in Hollywood that "1953 will see the re-birth of motion pictures."

Zukor indicated he believes much of his prediction already has come to pass and that more will during the remainder of the year.

He observed that the current sales drive in his honor is the first that has borne his name in the 50 years he has been in the industry.

"When I heard about it," he said, "I analyzed the product that would be current during the drive, and I was well pleased with the results. I didn't want a drive pinned only on a name. I wanted it to offer what was good for the theatres and good for the public."

Zukor said actual results for a large portion of the drive are in and exceed his earlier estimate. "I believe," he said, "that results will be the best in Paramount's history for any like period."

Polaroid

(*Continued from page* 1)

of the Society of Motion Picture and Television Engineers at the Warner screening room in New York on Aug. 7. Buses will take exhibitors from the Sheraton-Plaza Hotel to the University Theatre and return. Polaroid Corp. is also offering a door prize of a Polaroid camera, complete with accessories.

'U' Product

(*Continued from page* 1)

give U-I a total of 32 films put into production since last Jan. 1. Of the pictures already completed or currently shooting, 11 are in Technicolor, two in 3-D and Technicolor, two black-and-white in 3D and five in black-and-white.

Leading the list of new starters will be the Technicolor "Johnny Dark," starring Tony Curtis and Piper Laurie, which goes into production on location in Toledo next week with George Sherman directing and William Alland producing.

This will be followed by "Magnificent Obsession," which also will be in Technicolor and will star Jane Wyman and Rock Hudson. It will be produced by Ross Hunter and directed by Douglas Sirk.

"Black Lagoon" Scheduled

Others scheduled for production in the next 90 days are the 3-D film, "Black Lagoon," starring Richard Carlson and Julia Adams with Jack Arnold directing for producer William Alland; "Drums Along the River," Technicolor, with Melville Tucker producing; "Tanganyika," to be produced in Technicolor by Albert J. Cohen; "Echo Canyon," in Technicolor, to be produced by John W Rogers; "Fireman Save My Child," to be filmed in 3-D with Abbott and Costello starring and Howard Christie producing; the Technicolor "Spring Song," to be produced by Ross Hunter, and "Francis Joins the Wacs," another of the talking mule stories, to be produced by Ted Richmond.

The remaining three starters will be announced as soon as negotiations now in progress with several stars are completed.

Cooper Named

(*Continued from page* 1)

officially accepted at the weekend.

IATSE contract demands as prepared under Brewer's captaincy had included wage increases, establishment of a pension fund and increased contributions to the health and welfare plan installed last year. Both Walsh and Brewer had sat in on the first negotiating session a week ago.

Major studios, on the other hand, have indicated a feeling that a new contract should entail concessions by the unions in view of the distressed economic conditions affecting production costs.

Brewer's resignation stemmed from what has been described as his disagreement with Walsh over the policy of future union activities in both the motion picture and television industries.

Walsh made a brief statement on Brewer's withdrawal from the IATSE, merely saying: "After studying the Hollywood situation since my arrival last Monday I have reached the conclusion that it will be to the best interests of all concerned if I accept the resignation of international representative Brewer."

Brewer said, in a formal statement, that he shared Walsh's view that the latter's decision was in the best interests of all parties concerned, adding that he would continue with the IATSE for two weeks to arrange for the orderly transfer of business. Later, he said, he would announce his future plans. It is reported that he has received several offers.

Television - - Radio

with Pinky Herman

AFTER an absence of too many seasons, "Garraway-At-Large," the first real top-notch TV program which originated in Chicago and zoomed a local disk jockey into national prominence, will return to NBC Friday, Sept. 25 with most of the original cast. Pontiac will sponsor the series. . . . Felix Jackson's initial "CBStudio One" production next Monday at 10:00 P.M. will be William Templeton's adaptation of "1984," by George Orwell. . . . Max Liebman came up on the return of "Your Show of Shows" with a gem in the song and dance routine (sister act) turned in by Imogene Coca and Lily Pons. Not only did they shine but they actually looked like twins. . . . And the Waukegan Wau (pronounced WOW) Jack Benny, likewise ushered in his new CBSeason Sunday with plenty of laughs on both his radio and TV stints. . . . During the Boston try-out of "Late Love," late this month, Cliff Robertson ("Rod Brown, Rocket Ranger") will fly via chartered plane every Saturday from the CBStudios to the Hub City.

☆ ☆ ☆

Jack Shaindlin

Jack Shaindlin, who, during the past decade has composed, scored and conducted original music for several hundred motion picture shorts and radio transcriptions and is currently at work on the forthcoming 20th Century-Fox feature, "This Is Your Army," has been signed as musical director of the new NBC-TVehicle. "Excursion," which bowed in Sunday. This marks Shaindlin's first "live" show with the exception of his piano debut as a child prodigy at the (and phrasing Jack's own line, "if you'll pardon the expression") Moscow Opera House. . .. Credit M-G-M's promotion department with a CBSwell job in guaranteeing a double plug for the forthcoming flicker, "Mogambo," by booking as guests on "What's My Line?" Ava Gardner and Frank (Bunny) Allen, who was technical advisor, and "Safari Chief" during the filming. . . . Jerry Lipskin, prexy of Maestro Records, has a find in Irene Carlton who'll guestrill Wednesday, Sept. 23, on Vincent Lopez' "City of Times Square" broadcast via WABC at 8:30. . . . MBS will broadcast the World Series for the 15th year with Gillette Safety Razor again bankrolling the event. . .. Charles A. Kennedy, vet radio station exec and former president of Teleways Radio Productions, has been named Western sales managr for Atlas Television Corp. . . . Max Weinberg of United Artists-TV, has sold a profile on ace newsreel cameraman Jack Whipple, titled "Camera Historian," for the December issue of "Modern Man Magazine." . . . Academy TV Productions shooting the commercial inserts for Frank Wisbar's "Fireside Theatre" telefilms at the Fox Movietone Studios in New York under supervision of Mickey Schwartz.

FCC Demonstrations Of Color to Be Set

WASHINGTON, Sept. 14. — The Federal Communications Commission has called for a conference Friday among its staffers and members of the National Television System Committee to set up a schedule for early demonstrations of the committee's compatible color television system, recently proposed for adoption by the FCC.

Following the meeting the commission expects to announce the exact times and places of what will probably be an extensive series of demonstrations.

The commission has asked the NTSC committee to be prepared to present programs with a wide range of hues and colors and with both indoor and outdoor scenes. Existing television sets will be able to receive the programs in black and white.

Still Deadlocked on New Salesmen Pact

Distributors and the Colosseum of Motion Picture Salesmen continued to be deadlocked on the terms of a new contract and a solution to the controversy appears to be a long way off, according to spokesmen on both sides.

David Beznor, general counsel for the Colosseum, and his negotiating committee met with the distributors' exchange operations committee here yesterday morning and then adjourned until today in order to review the negotiations that have been going on for the last week.

Both sides agreed to talk among themselves after yesterday's recess in order to study the various proposals and counter-proposals. New terms may be advanced today but the negotiators are said to be pessimistic over the possibilities for an early agreement.

Cinerama

(*Continued from page* 1)

Warner, which acquired the exclusive rights to the process from Cinerama Productions, plans new installations in Philadelphia and Washington shortly.

For its first six months at the Broadway Theatre, "This Is Cinerama" hit a terrific $1,250,000. Before its move-over to the larger Warner Theatre on June 5, the gross climbed $1,749,000 for the eight-month period. Since its opening at the Warner, an estimated gross of $800,000 had been racked up at that theatre for the period ending last Sunday. As of last Sunday. the total gross at both theatres stood at $2,549,000, with another $114,000 estimated for the two-week and three-day period until the anniversary date.

U.K. Trade

(*Continued from page* 1)

abandon their hitherto adamant positions in order to avoid statutory regulations. Producers have insisted that the Eady Fund must yield a minimum of £3,000,000 annually. Exhibitors contend that no such arbitrary basis can be established and that Eady payments must be keyed to box-office takings.

Exhibitors, for their part, probably will have to abandon their argument that the Eady levy should be integrated with entertainment tax concessions, a position which the Treasury and Board of Trade have rejected.

The situation may raise the point at the Washington conference next week on a new Anglo-U. S. film remittance agreement as to how far a statutory levy in favor of British pictures may be regarded as a tax discrimination against Americans trading here.

Rogers Hospital

(*Continued from page* 1)

Christmas card lists to the hospital executive committee, which, in turn, will send a letter to each name explaining that the sender was passing up the usual greeting card and, instead, was making a contribution to the hospital, equal to what the cards would have cost.

Distributors, in making deals for top pictures, will ask exhibitors to use the hospital coin boxes in their lobbies during the run of important films. The first to utilize this plan is Columbia which is making the request on all contracts for "From Here to Eternity."

Further meetings of the committee will be held shortly.

Certified Reports, Inc. Holding 3-Day Meet

The three-day conference of Certified Reports, Inc., now in progress here, is being attended by executives representing five of the company's seven divisions. Jack H. Levin, president of the research organization, is discussing current problems and projects with Richard Malkin, vice-president; L. B. Lawrence, Atlanta, director of the Southern division; Frank A. Park, Dallas, South-Central director; H. H. Daniels, Cincinnati, head of the Central division, and Al Paharik, Pittsburgh, field executive.

Nights when the stars come down . . .

Nights now—lucky audiences are viewing modern movies as they sit in their cars—movies spectacular in close-up and depth of picture and sound—brilliant in color. Problems were met and solved before the public could have these innovations—many of them solved in co-operation with the Eastman Motion Picture Film Service.

Branches are located at strategic centers; inquiries invited. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 54 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 16, 1953 TEN CENTS

TOA Finalizes Schedule for Convention

Day-by-Day Events Set At Meeting in Chicago

CHICAGO, Sept. 15.—The schedule of events for the 1953 Theatre Owners of America's annual convention and trade show, combined with the Theatre Equipment and Supply Manufacturers Association trade show, was finalized here today by TOA executives. The convention will be held at the Conrad Hilton Hotel, Nov. 1-5.

David Wallerstein, convention chairman, announced the schedule as follows:

Sunday—Registration and opening of trade show. Hospitality and information booths manned for delegates' pleasure and necessities, special tickets for theatres and other events as scheduled. Executive committee meeting in the evening.

Monday — Registration and trade

(*Continued on page* 3)

N.J. Allied to Meet Tuesday

The board of directors of Allied Theatre Owners of New Jersey will meet in New York on Tuesday to consider a wide variety of subjects which later will be submitted for further action to the national Allied board at the organization's annual convention in Boston next month.

On the agenda of the New Jersey board's sessions are subjects that encompass new types of projection, CinemaScope, public reaction to 3-D,

(*Continued on page* 3)

23% Danish Increase In Film Remittances

WASHINGTON, Sept. 15.—The Danish government has increased by 23 per cent funds available for dollar remittances on film imports, according to U. S. Commerce Department film chief Nathan D. Golden.

He said that the government has allocated a little under $565,000 for film remittances in 1953, compared to about $457,000 last year.

Stage Set For CinemaScope And 'Robe' Debut Tonight

The long-awaited and much-discussed world premiere of 20th Century-Fox's "The Robe" and CinemaScope will be staged tonight at the Roxy Theatre here before an invited first-night audience of hundreds of celebrities. A capacity audience of 6,000 is expected, the event being regarded as one that will usher in the fall social season.

Among the notables who have been invited to attend the premiere of the Biblical spectacle will be two brothers of President Eisenhower, Arthur and Milton Eisenhower; city officials headed by Mayor Vincent R. Impellitteri, Bishop Fulton J. Sheen, Henry Ford II, Marlene Dietrich, Ava Gardner, Frank Sinatra, Mary Martin and Mrs. Sloan Simpson. Stars from every branch of the entertainment field, Federal and state officials, members of the United Nations, and notables from the business and financial worlds are also expected to be present for the first public showing of the screen adaptation of Lloyd C. Douglas' novel, filmed in the new photographic dimension process.

Coverage will be on a world-wide scale by television, radio, newsreels and the press, with the National and American Broadcasting companies, the Voice of America, the British Broadcasting Company and international station WRUL represented on the scene.

Movietone newsreel cameras will

(*Continued on page* 3)

Para. Now Selling 3-D 'Sangaree' For 2-D Dates

Paramount has started to sell its 3-D "Sangaree" for 2-D presentation and, although the single print version has not yet played any engagements, the company has between 300 and 400 contracts. It is estimated by a company spokesman that the conventional version will play some 13,000 accounts.

Warner Brothers plans to put "House of Wax" into 2-D distribution in the near future, but, according to a spokesman, no deals have been set as yet.

RKO Radio eventually will offer "Second Chance" for standard projection, but it will be several months before it will be available. General sales manager Charles Boasberg said that the 3-D prints were booked solid for many months and that it would not relieve the print situation to offer the picture in 2-D now.

Plan Montreal Tent; Beresin to Europe

The groundwork for a new tent of Variety Clubs International has been set in Montreal, international chief barker Jack Beresin disclosed here yesterday. Beresin is scheduled to leave here tomorrow for Europe for the purpose of visiting established tents in London, Dublin and Hamburg and to discuss the formation of clubs in Rome and Paris.

A group of Montreal showmen has

(*Continued on page* 3)

Herbert Berg Named Pola-Lite Ad Head

Herbert S. Berg has been named director of advertising and publicity of Pola-Lite Co. by Al O'Keefe, vice-president in charge of distribution.

Berg, a veteran industry publicist, who had been with Paramount, United Artists, Columbia and several independent producers, served in various publicity capacities, both at home offices and in key cities. He also was on the editorial staffs of "Boxoffice," "Film Daily" and "Radio-TV Daily," both in New York and Hollywood.

S-W Guarantees $1,153,600 Note

WASHINGTON, Sept. 15. — A $1,153,600 note given by Cinerama Productions Corp. to the Bankers Trust Co. has been guaranteed by Stanley Warner and its subsidiary, Stanley Warner Cinerama Corp., it was disclosed here today.

In a filing with the Securities and Exchange Commission, Stanley Warner stated the guarantee was made on Aug. 13, 1953, the same date the note

(*Continued on page* 3)

Army Decoration for MGM's Dore Schary

HOLLYWOOD, Sept. 15.—Brigadier General Frank Dorn, Deputy Chief of Information, Department of the Army, Washington, has informed Dore Schary that he will meet the M-G-M studio head in El Paso, Texas, on Monday.

It is believed that the purpose of Dorn's trip is to present to the M-G-M executive a special citation for Schary's contribution to the glory of the U. S. foot soldier through three

(*Continued on page* 3)

Cites Need for Flexibility in Use of Media

Barnett Pays Tribute to Prof. Chretien of France

Flexibility in the production and exhibition of motion pictures, with the utilization of new techniques, was advocated here yesterday by Herbert Barnett, president, Society of Motion Picture and Television Engineers.

Barnett was one of the featured speakers at a SMPTE luncheon at the Waldorf Astoria, honoring Professor Henri Chretien, designer of the anamorphic CinemaScope lens. Chretien, here from France for tonight's premiere of "The Robe" at the Roxy, was present at the luncheon and also addressed the group.

Declared Barnett: "We hope the industry's imagination has been stirred to a degree that it will not settle on a rigid pattern again." Progress, he went on, is difficult to stifle when there are men such as Professor Chre-

(*Continued on page* 3)

Holmden Is IA Treasurer

Harland Holmden, first vice-president of the IATSE, has been elected general secretary-treasurer by the organization's general executive board. He succeeds William P. Raoul, general secretary-treasurer since 1945, who has been ill since last spring and

(*Continued on page* 3)

Wilcox Coming Here To Meet With Yates

LONDON, Sept. 15.—Herbert Wilcox will leave here by plane Thursday night for New York to confer with H. J. Yates, Republic Pictures President, on their production agreement following the successful premiere here of Wilcox's "Laughing Anne." Yates is scheduled to fly to New York from Los Angeles for the meeting.

Among subjects to be discussed is the possible production in a wide-screen process of Anna Neagle's Coronation stage success, "Glorious Days," with CinemaScope in mind for it.

tonight........

THE MOST IMPORTANT EVENT IN 59 YEARS OF MOTION PICTURE HISTORY!

World
Premiere
ROXY theatre
New York

20th Century-Fox proudly presents

THE FIRST MOTION PICTURE IN

CINEMASCOPE

THE MODERN MIRACLE YOU SEE WITHOUT GLASSES

The Robe

TECHNICOLOR

First-Runs Continue Strong in Chicago Following Holiday

CHICAGO, Sept. 15.—Despite a general decrease in business here after Labor Day, several first-run houses continue to pull heavy grosses, particularly the Oriental, where "From Here to Eternity" will gross close to $70,000 in its second week after opening to $88,000 to smash the house record. "Houdini" and "Sea Devils" are heading for a great first week of $26,000 at the Roosevelt, playing to holdout business over the weekend. "This Is Cinerama" continues to do capacity, grossing $47,000 at the Palace, and "Band Wagon" is heading for a good $25,000 after hitting $38,000 at McVickers in its opening session.

"Robe" Opens Next Week

Other bright spots are the U. A., where "So This Is Love" and "Affair With a Stranger" figure to turn in an excellent $18,000 for a second week, and the Grand, which is up to $14,000 with "City of Bad Men" and "Blueprint for Murder" after several dull weeks. "Island in the Sky" looks like a good $28,000 in its first week and goes out to make way for "The Robe" at the State Lake next week.

On the slowish side are "Second Chance," down to $44,000 after a great opening week of $70,000 at the Chicago; "All I Desire," petering out in its third week at the Monroe, after a sluggish second week at $7,500, and "The Moon Is Blue," finally beginning to drop off in its 12th week at the Woods, where it should gross $13,000 for the current stanza.

Coast Group Coming For 'Night of Stars'

A special contingent of Hollywood stars will be flown to New York to take part in the "Night of Stars," United Jewish Appeal benefit show to be staged at Madison Square Garden on Monday, Nov. 23. The Hollywood group will be under the supervision of Louis K. Sidney and George Murphy, and will participate in a rehearsed and staged presentation.

'Look' Staffers Form Publicity Agency

Bert Barkas, circulation promotion manager of "Look" magazine, and Gene Shalit of the publication's promotion department, have resigned, effective Nov. 1, to establish their own public relations agency. Barkas has been with "Look" since 1939, Shalit has been his assistant since 1951.

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.

- Three dimensional projection
- ★ Three channel interlock projection
- 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

Reviews

"Blowing Wild"

(*U. S. Pictures-Warner, Brothers*)

LITERALLY starting off with a bang, this picture's pace and explosive quality never let up. It fairly overflows with continuous action, suspense and excitement and more than a little passion. The action moves so quickly and furiously that the audience doesn't realize that the plot is rather weak despite the feverish activity that surrounds it. However, the familiarity of the story does not lessen the impact. The fine players help considerably, too.

As the title may indicate, "Blowing Wild" is a story of oil wells, and in particular, Gary Cooper and Ward Bond, two wildcat oilmen in Mexico. When bandits blow up their meagre property, they make their way to a nearby town looking for employment. They are hired to drive a load of nitroglycerin and the dangerous journey is further complicated by another run-in with the bandits. Their employer turns out to be a crook and they are stranded without money. Cooper then turns to an old friend, Anthony Quinn, for a job. He'd prefer not to, because Quinn's wife, Barbara Stanwyck, was an old love of his. From there on, the pace quickens, if such a thing is possible. Miss Stanwyck is determined to have Cooper as he falls in love with Ruth Roman, Quinn is threatened by the bandits for money, and the whole scene of violence is climaxed by murder, a bandit raid and raw emotions.

Quinn, as the rich oilman, comes off best in the acting honors. He gives a stunning performance as the man loved only for his money. However, Cooper, Bond and the two ladies also turn in fine acting jobs. There is a theme song in the picture by Dimitri Tiomkin called "Blowing Wild" ("The Ballad of Black Gold") which is sung in the background by Frankie Laine. Its theme, its words, its beat are more than vaguely reminiscent of the "High Noon" ballad and it's just as effectively used here.

Producer Milton Sperling shot the picture in Mexico which adds much visual splendor to its other assets. Hugo Fragonese's staccato direction keeps the pace mushrooming and Philip Yordan's script adds some pungent dialogue. Here is a picture that just never stops and it doesn't need an extra dimension.

Others in the cast are Ian MacDonald, Richard Karlan and Juan Garcia.

Running time, 90 minutes. General audience classification. September release.

"Martin Luther"

(*De Rochemont*)

TURNING their talents to the field of biography, Louis de Rochemont and associates have produced a subject that emerges with excellent cinematic results. The subject is Martin Luther, the 16th Century reformer. It is to the credit of producer Lothar Wolff and director Irving Pichel that they have taken a story whose principal conflict is theology and whose climaxes are argumentative and have made a moving and occasionally exciting film.

Produced in conjunction with Lutheran Church productions and Luther-Film-Gesellschaft M.B.H., the film is designed primarily for Lutheran audiences, which is not to say it cannot be enjoyed simply as a forceful picture of a man of profound integrity in a time of tumult. Its historical accuracy cannot be judged here. Suffice to add that some events and occasions of great moment have been abbreviated and simplified to keep the film in its concise 103 minutes running time.

In the title role, British actor Niall MacGinnis does a magnificent job. The screenplay by Allan Sloane and Lothar Wolff follows Luther from his youth as law student to his entrance into the Church and his questioning and doubts about certain Church practices. Protected by Duke Frederick, Elector of Saxony, Luther continues his independent thinking, debates his ideas with the great churchmen of the time, and eventually defies Rome and the Emperor of the Holy Roman Empire to unite the German political rulers behind him in his teachings.

All production values, including performances by the predominently British cast, are first rate. The camera work is lovely, much of it in the spirit of the prints and etchings of the times, especially in catching the faces of the various principals whose likenesses bring to mind the famous Holbein etchings. Filmed entirely in West Germany, the film too has a fine authenticity in locale. Perhaps the picture's one shortcoming, to a layman, is its emphasis on Luther the intellectual to the exclusion of some comprehensive views of the political and economic influences of the times which brought him and his teachings to the fore.

In a handful of pre-release engagements, "Martin Luther" is said to have proved a box-office bonanza, obviously drawing not only from its ready-made Lutheran audience but from others as well.

Others in the cast are John Ruddock, Pierre Lefevre, Guy Verney, Alastair Hunter, David Horne, Fred Johnson, Phillip Leaver, Dr. Egon Strohm, Alexander Gauge, Leonard White, Hans Lefebre and Annette Carrell.

Running time, 103 minutes. General audience classification September release.

Perlmutter Adds House

ALBANY, N. Y., Sept. 15.—Jules Perlmutter has added another Adirondack Mountain theatre to his group. He has signed a lease with the estate of Walter H. Wertime for the Chester, in Chestertown, which Wertime had operated for more than 20 years.

CAB Now CARTB

OTTAWA, Sept. 15.—The Canadian Association of Broadcasters, an organization of private radio stations, has changed its name to the Canadian Association of Radio and Television Broadcasters. At present it includes nine television stations.

W. R. Harrop Heads New South Wales Films Commission

SYDNEY, Sept. 9 (By Airmail).—The appointment of W. R. Harrop, former business manager of the New South Wales Motion Picture Exhibitors Association, to chairman of the New South Wales Films Commission, a government body, has caused a good deal of discussion in the trade. Harrop always has guarded jealously the interests of independent exhibitors, despite the fact that he also has been secretary of the Theatrical Employes Association, the union which controls all theatre employes, theatre operations, ushers, cleaners, and others.

He also always has been regarded as a "tough" executive and his appointment to the Films Commission is seen as strengthening the position of the independents against both circuits and exchanges, as the Films Commission has the right to refuse all licenses to build theatres or screen films in existing halls, and may, under certain circumstances, withdraw existing licenses. He is well conversant with the powers of the Commission since he was largely responsible for its creation and helped frame its terms of reference.

Independent exhibitors have been particularly hostile towards any move to erect drive-in theatres. Little hope now is seen for drive-in theatres in the Sydney area.

Work on 'Oklahoma!' Casting Underway

Casting operations for "Oklahoma!", to be filmed in the new Magna wide-screen process, are currently going on at both East and West Coasts, producer Arthur Hornblow, Jr., reported here yesterday.

Hornblow said that he had just returned from a demonstration of the system in Buffalo, where he was accompanied by director Fred Zinnemann. Zinnemann, he added, already has returned to the Coast and Hornblow was scheduled to leave last night. The producer said they viewed location test shots, filmed in Oklahoma and Arizona, and described them as very successful. Actual filming of the picture, he added, will begin in the spring.

Dismiss Phila. Suit Over 'Moon Is Blue'

PHILADELPHIA, Sept. 15.—Federal District Court Judge William Kirpatrick has dismissed the complaint of Ormond Theatres, who operate the Studio Theatre here, against United Artists which suit sought an injunction to prevent the showing of "The Moon Is Blue," at the Translux Theatre after having given what Ormond said was "the best paper bid" for the picture.

Judge Kirkpatrick ruled that there was no contract inasmuch as the Studio's offer had not been accepted by the producer's representative for the picture nor by United Artists.

Form General Theatres

HARTFORD, Sept. 15.—General Theatres, Inc., has filed a certificate of incorporation with the West Hartford town clerk, listing as incorporators Louis Lipman, Pauline P. Lipman, Morris Keppner and Helen E. Keppner.

National Pre-Selling

"THE ROBE," in CinemaScope, merits a special review in the October issue of "Redbook." Florence Somers, the reviewer, tersely explains the process of CinemaScope: ". . . a wide angle lens that shoots scenes and then compresses them on 35-mm. film. A compensating lens on the projector throws a wide image on a curved screen, two-and-a-half times wider than the ordinary screen. Without special glasses, the audience gets the illusion of depth and a feeling of reality which gives a thrilling sense of participation."

•

"Band Wagon," "Sailor of the King" and "Gentlemen Prefer Blondes" are among the films recommended by Ruth Harbert in "Good Housekeeping's" September issue.

•

All theatres playing "Roman Holiday" are offered a very attractive 30-x-40 display poster free for use in their lobbies or theatre fronts by "Seventeen" Magazine. Each month, "Seventeen" offers a 30-x-40 poster of the magazine's picture of the month. These posters can be obtained by sending a postal card to the advertising promotion manager of "Seventeen," 488 Madison Avenue, New York, N. Y.

•

"The Beggar's Opera's" star, Laurence Olivier, insisted on using his own pleasant baritone instead of having his songs dubbed in as other actors did in the English film. The picture is based on the life of Macheath, an amorous adventurer and highwayman of the 18th Century, reports "Life" in its current issue.

In the same issue, Rossana Podesta, starlet of Italian films, is shown as she acts out the story of her first starring picture, a new Mexican production called "The Net." Rossana delivered a running commentary during poses; said she: "The aim of the police is good and Jose, my lover, is killed, but I am spared seeing my lover dying because by now I am already dead."

•

National ads carrying theatre playdates will have more copy space for playdates, also flexibility of copy with "Parade's" new 50-50 *split run printing set-up. Details of the new three-way regional division can be obtained from Regis Peloquin of "Parade."*

•

"Little Boy Lost," reports the reviewer in "Woman's Home Companion's" October issue, "makes a stirring and well-acted movie, dramatic from its beginning to its surprising conclusion."

On the page facing the review is a full-page color ad spotlighting Janet Leigh in "Walking My Baby Back Home" and which, incidentally, advertises Lux Toilet Soap.

•

"Mogambo's" stars, Ava Gardner and Clark Gable, will appear on the front cover of "Pictorial Review's" Sept. 20 issue. It's a Jacques Kapralik caricature with African animals and jungle vegetation in the background.

•

"Arrowhead," "The Sword and the Rose," "Mister Scoutmaster" and "Plunder of the Sun" are reviewed in the current issue of "Newsweek."

WALTER HAAS

Reviews

"The Moonlighter"

(*Warner Brothers*—3-D)

PRODUCER JOSEPH BERNHARD has combined a number of popular ingredients within a standard framework in this outdoor drama. Produced three-dimensionally in the Natural Vision process, "The Moonlighter" has lively action and a good cast headed by Fred MacMurray and Barbara Stanwyck.

The moonlighter of the title (one who rustles cattle by the light of the moon) is played by MacMurray. As the story opens we find MacMurray in jail for his larcenies with an angry outside mob boiling over with lynching intentions. When finally the mob breaks into the jail, the wrong man is taken out and strung up. The brutal injustice of the act hardens MacMurray into a determination to wreak vengeance. And in the process of redressing the crime, he becomes a wounded and hunted man.

Miss Stanwyck shows up as a former sweetheart of MacMurray's now in love with his younger brother, Bill Ching. The story and screenplay by Niven Busch, while never realizing full emotional impact, sets up a lot of personal conflicts. When MacMurray plans a bank robbery with an old pal, Ward Bond, the younger brother insists on getting in on the crime. He gets killed and Miss Stanwyck then seethes with anger against MacMurray and goes out to hunt him down. When finally she does track him down, she realizes that she still loves him after he rescues her from a raging river.

The expected conclusion winds up the story as MacMurray decides to give himself up and Miss Stanwyck promises to wait. Roy Rowland directed.

Others in the cast are John Dierkes, Morris Ankrum, Jack Elam, Charles Halton, Norman Leavitt, Sam Flint and Myra Marsh.

Running time, 77 minutes. General audience classification. Release date, Sept. 19.

"Sabre Jet"

(*United Artists-Krueger*)

THIS action drama concerns the lives led by the wives of jet pilots fighting in the Korean war. It tells the story of wives who live a half peace-time, half wartime existence in Japan, sending their husbands off to war in the morning and welcoming them home at night. However, the best moments in "Sabre Jet" are those showing the pilots and planes in action, rather than the domestic doings. The picture was produced in color by Cinecolor.

The screenplay by Dale Eunson and Katherine Albert opens with the arrival at Itazuke Air Base in Japan of pretty Coleen Gray, a reporter for a large news syndicate and who, it turns out, is the estranged wife of the assistant squadron leader, Robert Stack. Miss Gray, assigned to get a story on the pilots' wives, at first goes at her job with a ruthlessness and persistence which broke up her marriage, but eventually comes to love Stack all over again and to abandon her career to take up her position as another pilot's wife.

Events changing the hardshelled reporter into a loving wife center around a particularly desperate mission in which the squadron leader, Richard Arlen, and several other pilots are lost. The bravery of the other wives and their devotion to making their husbands a little happier, soon make Miss Gray see the error of her ways.

The film's highlights all are in the air, in fine shots of the jets swooping and soaring and in the authentic air battle scenes. Stack and Miss Gray are attractive in the leads and receive good support from veteran actor Arlen, from Julie Bishop as the latter's understanding wife, and from Leon Ames, Amanda Blake and Reed Sherman as other Japan-based Americans.

Carl Krueger produced and wrote the original story, while Louis King directed. The film is over-long for the material involved, but the pace is fine when the jets are in the foreground.

Others in the cast are Michael Moore, Lucille Knoch, Tom Irish, Kathleen Crowley, Jerry Paris, Jan Shepard, Ray Montgomery, Johnny Sands and Frank Kamagi.

Running time, 96 minutes. General audience classification. September release.

Wide-Screen for All Geo. Minter Product

British film producer George Minter, head of Renown Pictures, in London, who brought to the screen "Tom Brown's Schooldays," "A Christmas Carol" and "The Pickwick Papers," has announced that all of his future productions will be specially made to meet the requirements of wide-screen exhibition, according to a New York Renown spokesman.

Films will be photographed on the 1.66 to 1 aspect ratio principle, which has been adopted by most major Hollywood companies, thus enabling them to be projected on wide-screens with aspect ratios ranging from the conventional 1.33 to 1 to 1.85 to 1, "without detriment to action or image."

Minter's first British production to be made specially for wide-screen exhibition is "Our Girl Friday."

To Honor Mansell, Beilan in Phila.

PHILADELPHIA, Sept. 15. — A testimonial dinner in honor of Bill Mansell on his promotion to district manager of Warner Brothers and to Charles M. Beilan on his appointment as WB branch manager here will be held at the Warwick Hotel on Sept. 28.

The dinner will be given by the local Motion Picture Associates.

Honor 4 EK Scientists

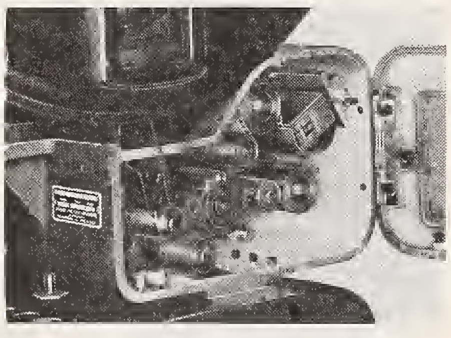
ROCHESTER, N. Y., Sept. 15.—For their research in physics, four Eastman Kodak scientists have been honored with fellowships in the American Physical Society.

They are: Dr. Chester R. Berry, Dr. Gustaf W. Hammar, Dr. Carl F. J. Overhage and Dr. Franz D. Urbach.

In the THEATRE Equipment World . . .

• • *with RAY GALLO*

THE "SIMPLEX XL Magnetic Reproducer" is a new "button-on" type soundhead developed for reproducing four-track magnetic sound from a single film by the International Projector Corp., Bloomfield, N. J. The unit, which is designed for adaptation to any standard make projector, is being distributed by National Theatre Supply. It weighs 24 pounds; has a width of nine inches; a depth of 13 inches; and a height of four inches—which is the most an upper magazine would need to be raised for installation of the new soundhead, the company points out. Since it is also offset toward the back, allowance is made for head room and front wall clearance. The soundhead is completely film-driven, requiring no drive motor or mechanical coupling. Adequate clearance is also provided for, since the reproducer is simply bypassed for normal operation. Preamplifiers, the effects switch and the power supply are plug-in units, mounted in compact wall cases. The reproducer employs the "tight loop" system; shielded ball bearings, and a film speed stabilizing system with the main drums made of non-magnetic, hardened, ground stainless steel. Flutter is held down to less than 1/10th of one per cent, according to the company's announcement.



(*Photograph shows inside of mechanism*)

•

A new illustrated catalog featuring recent additions to its line of products for motion picture production, lighting, recording, previewing, editing, printing and processing has been announced by the S. O. S. Cinema Supply Corp., New York. The catalog is entitled "Sturelab 10" and is the largest the firm has yet issued. It lists over 3,000 items and is divided into 12 sections with 300 illustrations and a cross-reference index.

•

Supurdisplay, Inc., Milwaukee, has announced a new self-service ice cream merchandising case for use at theatre refreshment stands. Called "Coldisplay," the unit is three feet in width and has a capacity of about $100's worth of ice cream. Its outer finish is of baked enamel grained to simulate light mahogany and it is trimmed with stainless steel. The refrigeration was designed by Kelvinator.

"Stop fiddling with that Kite, Ben—we'll miss the COMPANION-approved movie!"

The air is always charged with electric excitement when a COMPANION-approved movie comes to town. As practically any high-voltage producer will be happy to tell you, COMPANION-approval means *box office.*

The key to it all is simple: more than four and a half *million* women count on the COMPANION for authoritative movie news and guidance each month. These grand dames form the most intensely *loyal* movie audience in our little Republic today.

In case someone should ask, that's why Hollywood has invested more money in the COMPANION during the last seven years than in any other monthly magazine.*

**Except, of course, the fan magazines.*

Currently advertised in the COMPANION

The Actress	**MGM**
Latin Lovers	**MGM**

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N. Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 55 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 17, 1953 TEN CENTS

Drive-in-Assn. Pushing for Arbitration

System Would Exclude Film Rentals Issue

DALLAS, Sept. 16.—An arbitration system for drive-in theatres is being pursued by the International Drive-in Theatre Owners Association, president Claude Ezell told a meeting of charter members today. Ezell said that the drive-in operator urgently needs an arbitration system now and, out of necessity, the association "has begun to prepare a basic arbitration system which will not only be practical but short and simple in procedure and principle, without complications and legal entanglements." He added that he believed distributors and the government would approve the plan.

"It is my thought," Ezell continued, "that this arbitration plan should include all grievances except film rentals. If the price of film is considered too high, we don't have to

(*Continued on page* 3)

Two New Drive-ins Join TNT Line-up

Two new drive-ins have lined up for next Thursday's telecast of the Marciano-LaStarza heavyweight title bout.

In Arkansas, the Sunset Drive-in, across the river from Memphis, has arranged to carry the telecast at a cost of around $25,000 for equipment, according to manager Bob Kilgore. In Syracuse, the Kallet Drive-in, operated by Mike Kallet, has also

(*Continued on page* 3)

Explosion Damages 4 Film Exchanges

NEW ORLEANS, Sept. 16.—Shipments from the Film Building here were delayed today as the result of an explosion last night which caused damage in an undetermined amount to four exchanges. The Republic, Columbia, Lippert and Waldorf exchanges were damaged heavily, with all vaults and inspection rooms flooded from the sprinkler system. The explosion originated in the Republic storage room where some old nitrate film in a wooden barrel ignited.

Hartman Signs New Para. Contract as Production Head

HOLLYWOOD, Sept. 16. — Don Hartman, production head of Paramount studios for the past two-and-a-half years, today signed a new long term agreement to continue to act as executive producer for the studio.

Don Hartman

Y. Frank Freeman, studio head, issued the following statement:

"Speaking for Paramount Pictures Corp., Mr. Balaban, the sales organization and the personnel of Paramount studios, I am delighted that we have worked out a satisfac-

(*Continued on page* 3)

N.Y. HAILS 'ROBE' AND CINEMASCOPE

Scale Prices from $1 to $3 for 'Robe'

Twentieth Century-Fox's first CinemaScope production, "The Robe," which had its world premiere last night at the Roxy, will open today for the public at the following price scale:

Weekdays: From 9 A.M. to 10 A.M., $1; from 10 to noon, $1.25; noon to 6 P.M., $1.50; 6 P.M. to evening price change, $2; from late price change to closing, $1.80. Loge prices are 50 cents higher.

Saturday scales range from $1.50 minimum to $3 top, and Sundays and holidays, from $1.80 to $3 top.

THE ROBE

A Review by Martin Quigley

IN THE TWIN premiere of "The Robe" and CinemaScope there has been added a date of historic significance in the meteoric evolution of the art and science of motion pictures.

On September 16, 1953, at the Roxy Theatre, New York City, there was admitted to public view the long-awaited motion picture version of the famous Lloyd C. Douglas novel entitled, "The Robe." The method of presentation is the CinemaScope process. The twin premiere of the picture and the process, while blending into a happy marriage of art and science, presents a variety and an expanse of grounds for individual critical appraisal. In both departments of the presentation there are asserted valid claims to the laurel of significant and enduring accomplishment.

CinemaScope or any other real or potential technological development in the medium of the screen inevitably requires for a fair test a dramatic content of excellency. The authorities of Twentieth Century-Fox have indeed been wise in safeguarding the CinemaScope process with respect to having its inaugural present a subject that even in the conventional medium would rate recognition as one of the outstanding pictures in the history of the screen.

"The Robe," apart from CinemaScope, is just such a subject. When there is added to a subject which contains essentially those attributes required for such a rating the grandeur, sweep, power and vividness of the new CinemaScope process, the result is a formidable challenge to the audience of such depth and calibre that cannot be denied.

* * *

THE INAUGURAL of "The Robe" in CinemaScope spreads a blanket of distinction bordering on glory upon a long list of persons whose scientific, executive and creative talents have made the auspicious result possible. At the airy heights of this list stand brilliantly etched the names of Henri Chretien, who is responsible for the scientific

(*Continued on page* 7)

Premiere Audience at Roxy Enthused; Great Show in Great Setting

By SHERWIN KANE

(Pictures on Page 6)

"The Robe" and CinemaScope came to Broadway last night, carrying with them 20th Century-Fox's major hopes and planning for the future and the keenest interest throughout the industry and among wide segments of the public that any motion picture event since the advent of sound has aroused.

If the reactions of the huge invitational audience which packed the 6,000-seat Roxy Theatre for the world premiere is a reliable criterion, it may be said with certainty: "20th-Fox is in!"

The audience of show-wise celebrities, industry executives, showmen, socialites, public officials and others from many walks of life, hailed the production and the CinemaScope anamorphic process with genuine enthusiasm, which manifested itself in spontaneous applause within the theatre and in proud and happy exclamations and comments on all sides at the conclusion of the premiere showing.

Skouras Lauded

Spyros P. Skouras, 20th-Fox president, and proud and happy champion of CinemaScope over the past nine months, was showered with the congratulations of the pleased premiere throng. So, too, were Frank Ross, producer of "The Robe" and firm believer in the motion picture potentialities of the best-selling Lloyd Douglas novel since its publication in 1943; Henry Koster, its director; Prof. Henry Chretien, inventor of the anamorphic lens, which is the basis of the CinemaScope system, and Earl I. Sponable, head of research for 20th-Fox, whose work has brought improvement to the projection and to the sound methods employed.

Sound System Praised

Delighted comments were to be heard on all sides on the fidelity of the stereophonic sound system in the rewired and luxuriously refurbished Roxy Theatre, which had been closed for several days in preparation for the premiere. The system, developed by 20th-Fox, accommodates four sound tracks on the single standard 35mm. film strip.

The giant Miracle Mirror screen

(*Continued on page* 7)

Personal Mention

E. S. GREGG, Westrex Corp. vice-president and general manager, has returned to New York from Hollywood.

•

ROBERT HAWKINSON, RKO Radio assistant foreign manager, is recuperating in Flushing Hospital from an emergency appendectomy.

•

ED GALLNER, M-G-M Philadelphia field press representative, was in New York yesterday.

•

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from New York.

•

W. O. WILLIAMSON, JR., Warner district manager in Atlanta, has returned there from Jacksonville.

•

HERMAN (DUSTY) RHODES, Georgia drive-in owner, is back in Atlanta from Roanoke, Va.

•

JOE DUNAS, Republic Pictures Atlanta office manager, has returned to his desk following hospitalization.

•

TED ROUTSON, manager of the Playhouse, Baltimore, has entered Sinai Hospital there for surgery.

•

MARVIN ATLAS, of Loew's, has returned here from Chicago.

32 Players Enter V.C. Golf Tourney

Thirty-two players thus far have entered as contestants in the golf tournament of the New York Variety Club to be held Tuesday, Sept. 29, at the Westchester Golf and Country Club. The contestants already listed include David E. Weshner, W. J. Heineman, Max A. Cohen, B. G. Kranze, Joe Passantino, George F. Dembow, Henry Schumer, Bernard Klein, Charles L. Okum, G. W. (Johnny) Johnstone, Mitchell May, Jr., Ralph E. McKinnis, Clement V. Perry, S. H. Fabian, Sam Rosen, E. L. Fabian, Hugh Owen, Harold Rinzler, Manny Frisch, Joseph Weed, Sheldon Van Holen, Gordon C. Craddock, Jr., Charles A. Alicoate, Syd H. Eiges, Charles Einfeld, Marvin Kirsch, Leonard H. Goldenson, Dave J. Jacobson, Ed Lachman, Spyros P. Skouras, Robert M. Weitman, Chris J. Witting, Max E. Youngstein, Francis X. Zuzulo, James M. Gaines, Chester Bahn, Paul Aley, Jr. and Robert Hoff.

Argentine Talks To Begin Shortly

Exploratory talks to lift the freeze on remittances from Argentina are expected to get under way here and in Washington with the arrival yesterday of Raul Apold, Argentina's minister of information.

Apold, who came here to tour the United States, is expected to confer with officials of the Motion Picture Export Association both in New York and in Washington before returning.

H-63 to Report on Pact Negotiations

A report on negotiations for new home office and New York exchange contracts will be made at a membership meeting of Local No. H-63, Home Office Employes Union, on Tuesday night.

Some of the home office contracts expired as far back as last April and negotiations for renewals are not expected to start until the pact with the exchange workers has been consummated. It is understood that the distributors want to set the exchange contracts before holding parleys with the home office employes.

Awaiting Word from Walsh

Meanwhile, the union is awaiting an answer to its request for strike permission on behalf of the exchange employes. Richard Walsh, international president of the IATSE, has had the request for several weeks but has not acted on it one way or the other.

Local No. H-63 has indicated that it will not accept the distributors' offer of a $4 a week increase for the exchange workers. The union is seeking additional benefits, although in other exchange city agreements the unions accepted the $4 hike with no new provisions.

Lux Loses Race for Mayoral Nomination

BUFFALO, Sept. 16.—Elmer F. Lux, head of Elmart Theatres and president of the Buffalo Common Council, lost out for the Democratic mayoral nomination here in one of the closest local primary fights in party history. Lux received only 2,384 votes less than former County Clerk Steven Pankow, victor in the three-way battle. Former council president Peter J. Crotty ran third.

The closeness of the vote may lead Democratic organization leaders to call for an official recount during which ballots may be challenged by the participants.

Supporters of Lux are voicing the possibility that Lux may be drafted to run as an independent. Lux declines comment on this.

Morton Is Here for Home Office Confabs

Montague C. (Monty) Morton, managing director in Great Britain for United Artists, accompanied by his wife, have arrived in New York for a combined business-vacation visit.

During his 10-day stay, Morton will confer with Arnold M. Picker, vice-president in charge of foreign distribution, and other home office executives on the company's operations in the United Kingdom and the forthcoming line-up of U.A. product.

5th Week for 'Hans' at 3

PARIS, Sept. 16.—Samuel Goldwyn's "Hans Christian Andersen" has gone into its fifth week at the Colise, Madeleine and Marivaux theatres here. Indications are, according to local RKO authorities, that the film will continue its run for some time.

No Popcorn Shortage For Film Theatres

OMAHA, Sept. 16.—In spite of the heat and drought, extensive popcorn acreage in this area came through in good shape, thanks to irrigation, reported Earl Noll. He is a popcorn contractor for Eastern processors. There is a good carryover from the bumper 1952 crop.

Reade Again Slates 'Curtain at 8:40'

For the third successive year, the Walter Reade Theatres will present "Curtain at 8:40," featuring "art" type of films in communities away from New York City which ordinarily would not support these pictures. The opening of the series this year is scheduled for Oct. 14 at the Paramount Theatre, Long Branch; the Community, Toms River; Carlton, Red Bank; Majestic, Perth Amboy; Paramount, Plainfield; Community, Morristown—all in New Jersey—and the Kingston, Kingston, and the Community, Saratoga Springs, in New York.

Each Wednesday night for six successive weeks an "art" film and short subject is substituted for the theatre's regular program, the refreshment stand is closed and coffee is served in the lobby.

Condon to Europe Today for U.A.

Richard Condon will sail today aboard the "S.S. United States" to begin a 90-day survey of advertising, publicity and exploitation activities in behalf of films being produced for United Artists in Great Britain and Europe.

During the survey, which will include extended stays in London, Paris, and Rome, Condon will develop plans for intensified pre-selling of films made abroad during their pre-production and production phases. He will work in cooperation with UA overseas publicity chiefs and producers on the problem of coordinating information and material for use by the company's home office staff in New York.

Elect Crown to S-W Board of Directors

Lester Crown, vice-president of the Material Service Corp. of Chicago, was elected a member of the board of directors of Stanley Warner Corp. yesterday. Crown's appointment was an addition to the board.

Crown is also a director of the Empire Building Corp. of New York and vice-president and director of the Marblehead Lime Co. He is a chemical engineer and resides in Chicago.

Mrs. Landau Dies

Mrs. Betty Landau, mother of Cyril S. Landau, Universal Pictures attorney, died yesterday at the age of 77 in Jersey City after a brief illness. Services will be held today.

Goldwyn's Stand on Mason Bill Veto Hit by Silverman

A recent statement by Samuel Goldwyn to the effect that President Eisenhower had no alternative but to veto the Mason Bill which would have repealed the 20 per cent admission tax was criticized sharply here yesterday by Edwin Silverman, president of Essaness Theatres Corp. of Chicago.

Silverman, who is visiting in New York, said:

"What other businesses that are subject to the excise tax have their products given away free? Only motion pictures are subject to the tax and at the same time are available free over television. Furthermore, all other commodities but motion pictures subject to the excise tax, if not sold today may be sold later. If a store does not sell cigarettes, liquor, luggage, cosmetics or other items subject to an excise tax, they can be kept on the shelf and eventually sold. In the theatre business a lost sale is lost forever."

Calls Situation Unique

Silverman pointed out that the industry must make it clear that its situation with respect to the excise tax is unique so that relief will be provided at the next session of Congress no matter what happens to the excise taxes on various articles.

Grant New Delay in Chesapeake Suit

A new delay, this time to Oct. 15, has been granted for the pre-trial conference in the $15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres. The delay was granted in Federal District Court in New York.

Previously the pre-trial conference was set for Tuesday. Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Classics, is pressing the suit, which charges ELC had been denied access to the New York market because of an alleged product split by Loew's and RKO Theatres. It was charged that this arrangement prevented any opening of the market here to ELC.

Indiana Allied Meet Slated for Nov. 3-4

INDIANAPOLIS, Sept. 16.—Allied Theatre Owners of Indiana will hold its 27th annual fall convention here at the Hotel Lincoln on Nov. 3 and 4. The general sessions will be preceded by a board meeting on the night of Nov. 2.

Reception for Hickman

Universal-International will hold a special screening of "The All-American" and a reception for Herman Hickman, football authority who is featured in the picture, at Toots Shor's this afternoon for sports writers and television, radio, magazine and newspaper representatives. "The All-American" will have its world premiere at the Broadway Capitol in Detroit on Wednesday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer, Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club. Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Hartman

(*Continued from page 1*)

tory arrangement with Don Hartman to act as executive producer under a new long term contract. Mr. Hartman has had a long association with Paramount. He was at the studio for many years as a top writer and, in March, 1951, he returned as executive producer for the studio. He has rendered invaluable service for us in this capacity and has established himself in the hearts of all his associates in handling an extremely difficult job."

Hartman stated, "I am extremely happy that we have concluded a mutually beneficial long-term agreement and I hope that my deep affection in regard to Paramount, Mr. Balaban, Mr. Freeman and all of the members of the Paramount family with whom I've always enjoyed a warm and close association, will be demonstrated by a continued long series of the finest pictures that it is humanly possible to make."

Drive-in Assn.

(*Continued from page 1*)

buy and to argue this point is neither feasible nor equitable."

Ezell said that to insure success of an arbitration system, "we must have the superior leadership of men of such calibre as Sam Pinanski, Ned Depinet, William Rodgers, Si Fabian, Robert J. O'Donnell, Paul Short, Joseph Schenck, Elmer Rhoden, Charles Skouras and Trueman Rembusch to serve as 'czars.'"

Ezell criticized Abram F. Myers, board chairman of Allied States Association, for allegedly barring the development of an arbitration system.

Ezell again stressed the importance of consolidating the Theatre Owners of America, Allied and his organization into a single, unified association.

Nomikos Suit Settled With All But RKO

CHICAGO, Sept. 16.—The Theatre Operating Co. case, in which the major film companies, Balaban and Katz Corp., Warner Brothers Theatres, and RKO Theatres were sued for alleged conspiracy to prevent the Grand Theatre from playing first run pictures until the theatre was sub-let by Theatre Operating Co. to RKO Theatres in 1942, at which time it went to a first run policy, has been settled out of court by the plaintiff and all defendants except RKO Theatres. Seymour Simon, attorney representing Theatre Operating, stock of which is wholly owned by Van A. Nomikos, indicated that further action would be pressed in New York against RKO Theatres.

Original damages sought in the suit were $1,032,000, triple the alleged amount of profit the company could have made from August, 1942, through August, 1949, if it had been able to obtain first run product and operate the theatre itself. Amount of the settlement was not made public.

Plan Conn. Drive-in

HARTFORD, Sept. 16. — Nick Kounaris and Paul Tolis, operators of the Kounaris and Tolis theatres in Newington and Meriden, and others, have disclosed plans for a drive-in theatre, their first, to be situated adjacent to their Meriden at Meriden.

Reviews

"East of Sumatra"

(*Universal-International*) *Hollywood, Sept.* 16

A HIGHLY fanciful story that takes place on a Pacific Island is offered in this U-I release, in color by Technicolor. As such things go—and the record books show they go very well indeed—this one measures up a bit better than common on most points, rather especially in point of billing-power. With the names of Jeff Chandler, Marilyn Maxwell, Anthony Quinn, John Sutton, Jay C. Flippen and the up-coming Susan Ball for marquee purposes, and with the jungle scenery filling promisefully a rich line of advertising accessories, a showman with a dash of get-up-and-go in his makeup should have no big trouble in persuading stay-at-homes to get up and go to see the picture.

Although staged and directed in a manner to make most of its incidents seem important at the moment of seeing, the production requires of beholders that they be members of the uncritical multitude that has been supporting this stripe of stuff so royally so long. It presents Chandler as boss of a tin-mining crew flown to an unnamed island reportedly loaded with tin under instruction to make friends of the natives and mine the tin forthwith. It shows Sutton as Chandler's company superior, married to an old sweetheart of Chandler's played by Miss Maxwell, and Quinn as the native king whose fiancee, Miss Ball, overdoes her welcoming of Chandler to the island. After the obvious complications are fairly well run out the natives mistakenly attribute a rice fire to their visitors and determine to destroy them by siege and starvation, but Chandler and the king fight out the issue in a duel with knives and torches by way of bringing the tale to a close.

The production is by Albert J. Cohen and the direction is by Budd Boetticher, with a script by Frank Gill, Jr., based on a story by Louis L'Amour and Jack Natteford and an adaptation by the latter. Others in the cast include "Scat Man" Crothers, Aram Katcher and Anthony Eustrel.

Running time, 82 minutes. General audience classification. For October release.

"Affair in Monte Carlo"

(*Allied Artists*) *Hollywood, Sept.* 16

THE names of Merle Oberon, Richard Todd and Leo Genn will give market stature in the United States to this British-made film based on a book by Stefan Zweig, titled "24 Hours in A Woman's Life." The name of director Victor Saville also should have some ticket-selling significance here. However, the production's outstanding asset is its setting, which is Monte Carlo and its environs.

As caught in color by Technicolor by Cinematographer Christopher Challis, the locale dwarfs the plodding, talkative script. Whether audiences will consider the eye-holding background and the able but ill-occupied players worth the price of admission remains to be seen, but any exhibitor can advertise confidently that there's "some mighty purty country around there."

The Zweig story was scripted by Warren Chetham-Strode and the production is by Ivan Powell. The story opens with Genn telling some vacationers at a small resort that he knows it is possible for a woman to fall in love with a man on sight, and going on to tell of such a one who fell in love with a young gambler she met at Monte Carlo and gave her all, including a large sum of money, to save him from his addiction to gambling and his occasional impulse to destroy himself. She is unsuccessful in her attempt, Genn tells the vacationers, after the audience has been carried through the flashbacks that consume most of the running time, and then he introduces his wife, without telling them she's the woman he's been talking about.

Genn is both player and narrator, handling both chores admirably, and Todd plays the gambler, with Miss Oberon portraying the woman. Saville's direction is recognizable only because his name is credited on the screen. There is endless talk, much of it in French, and very little movement. Beautiful scenery, though.

Others in the cast are Stephen Murray, Peter Reynolds, Joan Dowling, June Clyde, Peter Illing and Jacques Brunius.

Running time, 74 minutes. General audience classification. September release.

K-MTA Convention Scheduled Dec. 1-2

KANSAS CITY, Sept. 16.—The fall convention of the Kansas-Missouri Theatre Association will be held Dec. 1 and 2. The board of directors meeting today decided on these dates, one reason being that reports from the TOA convention in November would then be available. Senn Lawler is chairman and Louis Hidgon is co-chairman for the convention.

A large delegation from this area will attend the Chicago TOA convention, and the area's convention committee will arrange for special attention to the several sections of the TOA meeting by designated members of the Kansas-Missouri association. They will report on specific topics to the Kansas-Missouri convention in December.

NARTB Maps Study Of TV Commercials

WASHINGTON, Sept. 16.—The Television Code Review Board of the National Association of Radio and Television Broadcasters will begin a concentrated study of "excessive commercialism" in television broadcasting, the NARTB has announced.

The decision to do so, the NARTB said, resulted from the Code Review Board's analysis of complaints received from the general public, from broadcasters and from special groups. The study will pay particular attention to the length, type and frequency of commercials.

Edward H. Bronson, NARTB Code director, will spend all of his time during the next three months on the project and will report back to the board at its January meeting.

TNT Line-up

(*Continued from page 1*)

booked the event. Both drive-ins have scaled their prices at $3.60 per person, including tax. Previously, the Commack Drive-in, Commack, L. I., announced its plans to take the bout.

Meanwhile in Albany, Fabian's Grand said that it would charge $3.60 per person for the telecast on a first-come, first-served basis. The capacity of the house is 1,500.

Many Negotiating

According to other field reports on theatre TV-equipped houses of the American Broadcasting-Paramount Theatres circuit, the bout has been booked or is in the process of being booked by 12 of the 21 TV-equipped AB-PT houses. Those slated to take the event include: the Paramount, Los Angeles; Paramount, San Francisco; Utah, Salt Lake City; Orpheum, Omaha; Radio City, Minneapolis; Tower, Dallas; Uptown, Marbro and Tivoli, Chicago; Sanger, New Orleans; Michigan or Palm State, Detroit, and the Center in Buffalo. In certain AB-PT situations, it was pointed out, the deal as yet had not been finalized.

RKO Asks Dismissal Of Minority Suit

A motion to dismiss the minority stockholders suit seeking the appointment of a receiver was filed here yesterday by RKO Pictures in New York Supreme Court.

The motion, arguments on which will be heard tomorrow, cited as an alternative to dismissal, a stay of all proceedings in the suit filed by Louis Schiff and Jacob Sacks. The motion contended that a similar prior action is now pending in Nevada courts, referring to the earlier suit for damages filed by counsel Louis Kipnis on behalf of minority stockholders Eli B. Castleman and his wife Marion V., of Detroit, and Louis Feuerman of this city. Kipnis, when he filed his original complaint, also sought to put the company in receivership but later rescinded the receivership action.

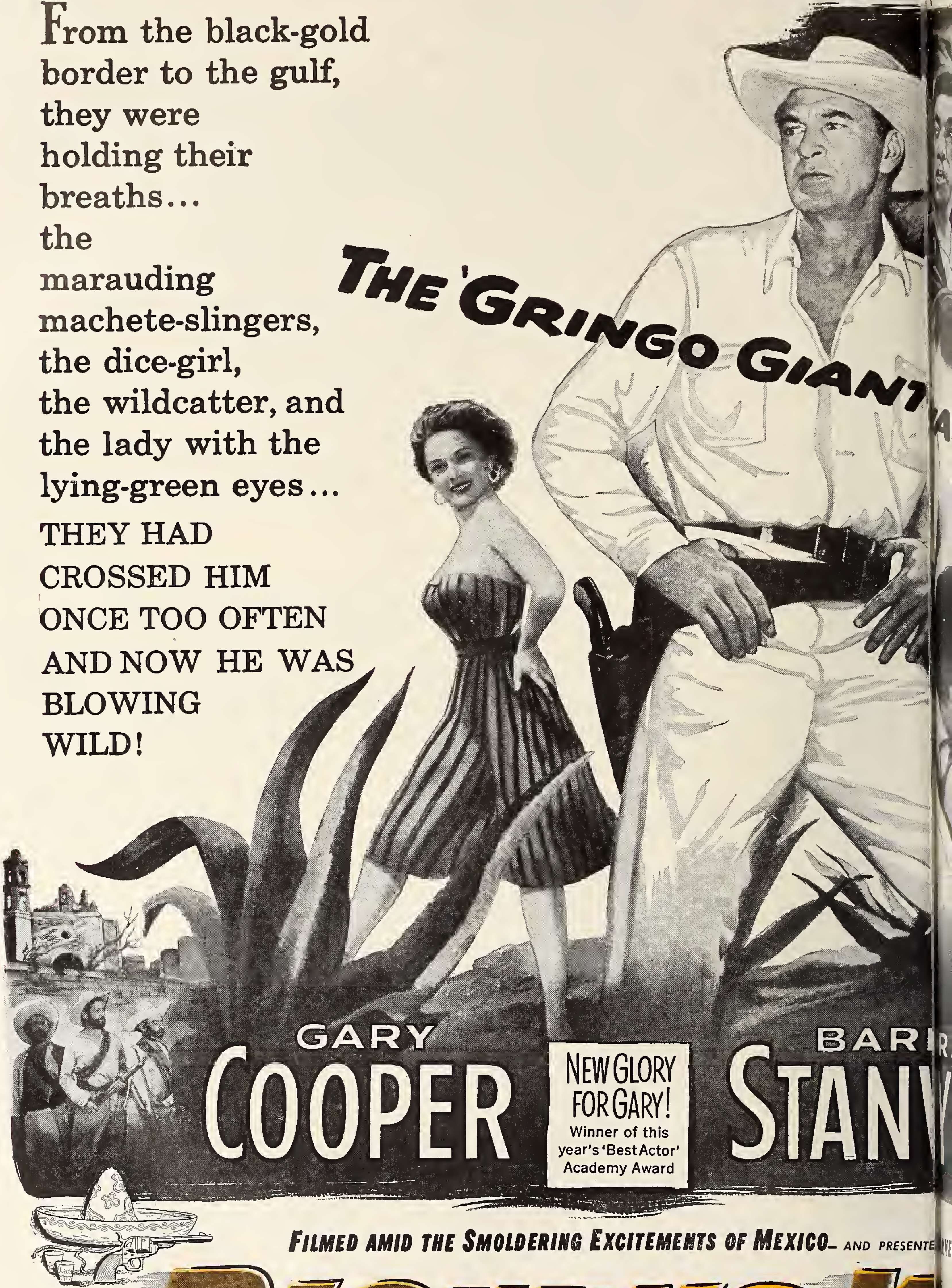
A hearing will also be held tomorrow in New York Supreme Court on RKO's move to have plaintiffs Schiff and Sacks post security for costs arising from their action. Yesterday's RKO motion pointed out that the Kipnis suit has been set for trial in Nevada on Jan. 5, 1954, much earlier than any possible trial date to be set for the new action.

Government Will Get Early Films on 16mm

HOLLYWOOD, Sept. 16. — The Academy of Motion Picture Arts and Sciences has completed an agreement with Primrose Productions for transferring to film, from paper rolls on which they were printed and deposited with the government for copyright protection, a large number of the pictures photographed between 1897 and 1905, and which were discovered in the Library of Congress in 1943. Primrose has devised a special camera for transferring paper rolls to 16 mm film.

Mrs. Margaret Herrick, Academy executive secretary, will present the first transferred prints of the films to the Library of Congress in Washington tomorrow.

From the black-gold
border to the gulf,
they were
holding their
breaths...
the
marauding
machete-slingers,
the dice-girl,
the wildcatter, and
the lady with the
lying-green eyes...
THEY HAD
CROSSED HIM
ONCE TOO OFTEN
AND NOW HE WAS
BLOWING
WILD!



THE 'GRINGO GIANT' A

GARY
COOPER

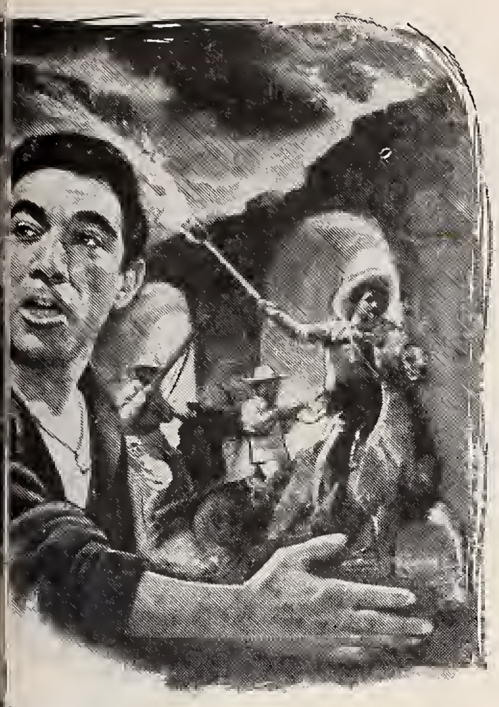
NEW GLORY
FOR GARY!
Winner of this
year's 'Best Actor'
Academy Award

BAR
STAN

FILMED AMID THE SMOLDERING EXCITEMENTS OF MEXICO– AND PRESENTE

BLOWING W

ALL ITS THRILLS MORE THRILLING WITH **WARNERPHONIC SOUND** THIS PICTURE ALSO CAN BE EX



AS MAD!

RNER BROS.

LD

FRANKIE LAINE
SINGS
'BLOWING WILD'
the ballad featured
in the sensational
musical background
by Academy Award
composer
Dimitri Tiomkin

WIDE SCREENS

WARNERS' MASS TEXAS MOP-UP THIS WEEK! 211 HOUSES SIMULTANEOUSLY!

CO-STARRING
RUTH ROMAN · ANTHONY QUINN
Winner of this year's Academy Award for 'Best Supporting Actor'

WRITTEN BY PHILIP YORDAN PRODUCED BY MILTON SPERLING DIRECTED BY HUGO FREGONESE
Music Composed and Conducted by Dimitri Tiomkin
A UNITED STATES PICTURES PROD. DISTRIBUTED BY WARNER BROS.

CINEMASCOPE 'ROBE' WORLD PREMIERE

The Balabans greet the Skourases (left). From left to right, Mrs. Barney Balaban, wife of the Paramount president; Spyros Skouras, president of 20th Century-Fox; Mrs. Skouras and Balaban.

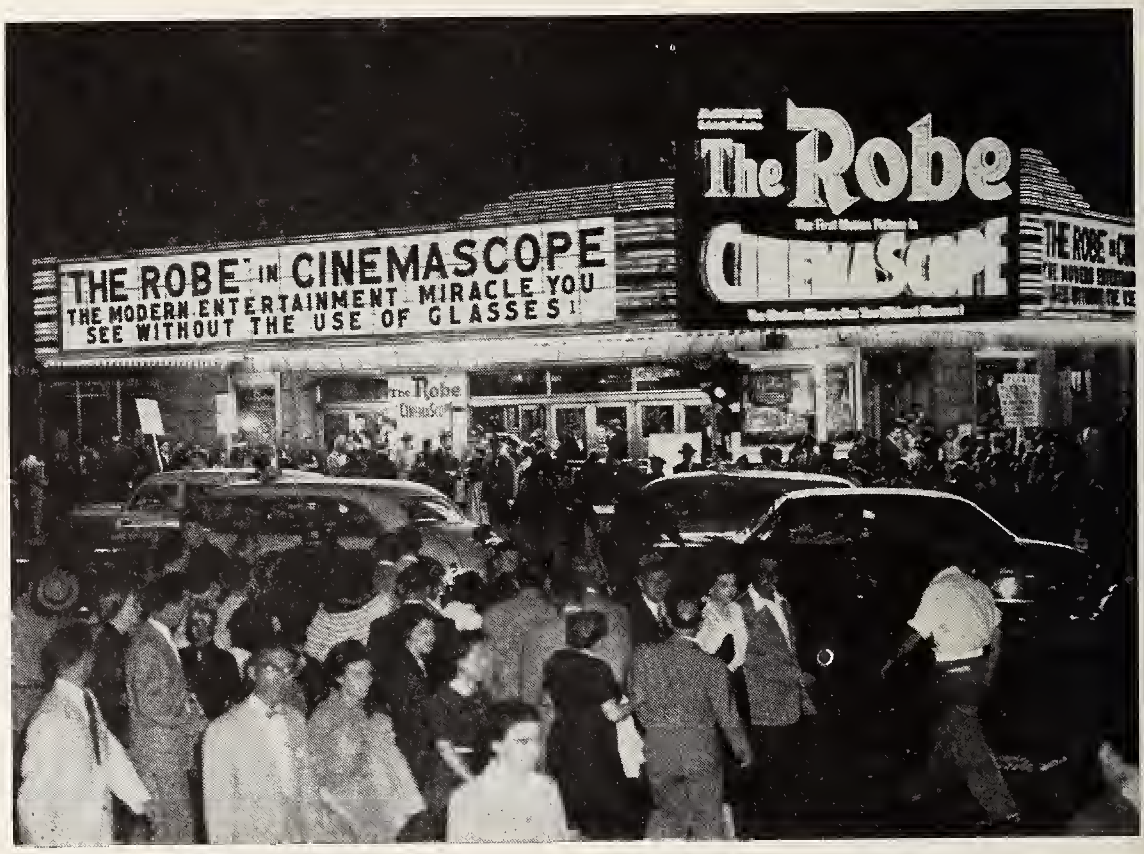
Above, Frank Ross, producer of "The Robe," pauses in the Roxy lobby with Jill Daniels, his niece, and his sister, Mrs. Mary Daniels.

ITS MUSICIAN
LOCAL 802
MUSICIANS UN

Two fellows named Charles. Charles Einfeld, vice-president of 20th Century-Fox, says hello to Charles Boyer in the Roxy lobby.

Henry Koster, director of "The Robe," accepts the greetings of the crowd with Mrs. Koster.

The professor meets the mayor. Professor Henri Chretien, inventor of the anamorphic lens, flanked by his daughter and wife, and extreme right, Mayor Vincent Impellitteri of New York.


The Robe
CINEMASCOPE
THE ROBE IN CINEMASCOPE
THE MODERN ENTERTAINMENT MIRACLE YOU SEE WITHOUT THE USE OF GLASSES!

General view of the Roxy marquee and entrance as crowds began to gather for the stream of notables who were among the 6,000 invited guests at the brilliant debut of "The Robe."

CinemaScope

(*Continued from page* 1)

which, at the Roxy, measures 65x25 feet, providing the CinemaScope ratio of 2.55 to 1, proved itself the perfect display frame for the story and the process. Images were clear and well-lighted, without fuzziness at edges; the Technicolor was rich-hued and deep, and illusions of depth were numerous. Screen panels, noticeable in demonstrations of the process last spring, have been completely obliterated.

Improvements Impressive

CinemaScope may not yet have attained technical perfection but the improvements in less than four months time, since the first trade demonstration in the same Roxy Theatre, are remarkably impressive and suggest the prospect of more to come.

The premiere scene was a spectacle in itself, with the marquee lights of Broadway theatres blinked to signal the Navy code message for "Good Luck" as the hour of the premiere approached. This, incidentally, was a tribute to 20th-Fox's CinemaScope observed on many another theatre marquee not only throughout the city but in many other cities across the land, as well.

Crowds gathered early before the Roxy and police lines were set up more than an hour before show time. The invited audience, in formal attire, numbered hundreds of celebrities and public personalities, recognized and saluted by the crowds that packed Seventh Avenue and 50th Street from vantage points in the vicinity of the theatre.

TV and Newsreel Coverage

Television and newsreel cameras recorded the scene and radio interviewers, newspaper and magazine feature writers, and news photographers crowded the Roxy's huge lobby and added to the atmosphere of gay and expectant confusion and excitement.

The NBC and ABC networks, British Broadcasting Co. and Voice of America, and international station WRUL, were represented.

Four giant searchlights of a powerful, new type played over the exterior scene.

The largest contingent of police a Broadway premiere is known to have required was kept busy throughout the evening handling the crowds in the vicinity of the theatre. A force of 80 was assigned, consisting or 40 foot patrolmen, 25 traffic patrolmen, three mounted police, 10 plain clothesmen and two women detectives.

Reviews Favorable

Morning papers were on the streets with reviews and stories as the crowds left the theatre, critics and reporters having attended a special press screening at the Roxy yesterday morning. Reviews were uniformly good with only mild reservations on the part of a few of the hardest-to-please reviewers. Most papers gave CinemaScope separate stories, some with diagrams, with the result that the event completely dominated the morning paper's amusement pages.

The Daily News, with the nation's largest circulation, gave the event eight stars—four to the "Robe" and four to CinemaScope.

Audience comments following the

(*Continued on page* 8)

THE ROBE

(*Continued from page* 1)

development that has been applied; Spyros P. Skouras, chief of Twentieth Century-Fox, whose vision, enthusiasm and energy drove the whole project through to completion, and Darryl F. Zanuck, the producer upon whose shoulders fell the awesome task of pioneering the project in the new medium.

The picture, strictly in its dramatic impact, has warmth, intimacy and understandableness. As produced by Frank Ross, who has lived closely to the story for a decade, it is a splendid picturization of those varied and moving attributes which enabled the Douglas novel to achieve a readership that seldom has been exceeded by any subject within book covers.

Henry Koster, the director, who is no stranger to brilliant achievement upon the screen, has here contrived a work of which he may well be proud. He has managed a large cast with consummate skill, yet he has been able to hold in sharp relief the handful of principal characters. The performances of these few central characters upon whom the picture depends for its emotional impress upon an audience are of valid distinction. Richard Burton as the Marcellus of the story, Jean Simmons as Diana and Victor Mature as Demetrius are a trio of artists whose personalities and talents make the picture a living, breathing document.

Rounding out the histrionic portrayals there are several other distinguished performances, including those offered by Michael Rennie as Peter; Jay Robinson as the hateful Caligula and Betta St. John as Miriam.

* * *

THE STORY OF "The Robe" which attained a quasi-classic status during the period of its ascendency in the best-seller lists centers upon a fictional account, invented by Lloyd Douglas, of the effect and influence upon a number of persons arising out of possession of the seamless garment taken from Christ at the time of his crucifixion upon a hill outside the City of Jerusalem. It is set against a background of Rome and Palestine and the Roman persecution of the new religious sect, The Christians. The story has some data related to biblical history and contains also an intimate narrative of the loves, heroisms and tragedies of a number of private lives which are lived in the brilliantly reflected aura of those momentous days.

Upon the screen "The Robe" becomes a deeply moving narrative with broad and heavy overtones of religious connotation. It contains those elements of dramatic appeal which whenever done in a like atmosphere of biblical history have never failed to win vast public attention virtually throughout the world.

This production, presenting as it does the dual claims for examination, the play itself and the medium, provides a difficult task for any reasoned analysis of individual claims because the play and the medium become finally blended into an integral whole. It is not, however, to be doubted that the CinemaScope process has made an unparalleled contribution. While in the usual manner further refinements in the process will come about with wider use and greater experience, the process as used in presenting "The Robe" is nothing short of a development that heightens the impact of the screen and adds immeasurably to the facilities of the producer, writer and director in bringing better and more compelling entertainment to the theatres of the world.

CinemaScope, because of the vast and curving surface of the screen, has a definite implication of audience participation in the events being depicted. It has, because of its size, a vast sweep and power, yet in the close-up and medium shot scenes it has a greater and not a lesser intimacy. "The Robe" as presented has a great deal more of intimate scene than of spectacle, proving a limitless flexibility for the process.

Stereoscopic sound which has been so zealously sought and labored for comes here in the presentation of "The Robe" to a rewarding hour. Stereoscopic sound makes a solid and undeniable contribution to the realism and vividness of the production. It significantly adds a fidelity to life which has been previously lacking.

"The Robe" in CinemaScope is now auspiciously launched upon a course that is destined to lead the motion picture to a new position of authority in the entertainment world. . . .

Running time, 133 minutes. General audience classification. Release, special.

Cast and Credits
"THE ROBE"
20th-Fox Production In CinemaScope

Produced by	Frank Ross
Directed by	Henry Koster
Screen Play by	Philip Dunne
Adaptation by	Gina Kaus
From the Novel by	Lloyd C. Douglas
Color by Technicolor	
Music	Alfred Newman
Director of Photography,	Leon Shamroy, ASC
Art Direction	Lyle Wheeler, George W. Davis
Special Photographic Effects,	Ray Kellogg
Set Decorations	Walter M. Scott Paul S. Fox
Film Editor	Barbara McLean, ACE
Wardrobe Direction,	Charles Le Maire
Orchestration	Edward B. Powell
Makeup Artist	Ben Nye
Sound	Bernard Fredericks Roger Heman
Assistant Director,	Tom Connors, Jr.
Technicolor Color Consultant,	Leonard Doss

The Cast

Marcellus Gallio	Richard Burton
Diana	Jean Simmons
Demetrius	Victor Mature
Peter	Michael Rennie
Caligula	Jay Robinson
Justus	Dean Jagger
Senator Gallio	Torin Thatcher
Pilate	Richard Boone
Miriam	Betta St. John
Paulus	Jeff Morrow
Emperor Tiberius	Ernest Thesiger
Junia	Dawn Addams
Abidor	Leon Askin
Rebecca	Helen Beverley
Quintus	Frank Pulaski
Marcipor	David Leonard
Judas	Michael Ansara
Tiro	Jay Novello
Jonathan	Nicholas Koster
Slave Dealer	Frank De Kova
David	Harry Shearer
Dodinius	Francis Pierlot
Nathan	Emmett Lynn
Marius	Thomas Brown Henry
Cornelia	Sally Corner
Julia	Rosalind Ivan
Sarpedon	Antony Eustrel
Reuben	Arthur Page
Lucia	Pamela Robinson
Lucius	Peter Raynolds
Specialty Dancer	Virginia Lee
First Man	George Melford
First Woman	Eleanor Moore
Second Woman	Irene Demetrion
Colored Man	Dan Ferniel
Shalum	Leo Curley
Roman Officers,	George Robotham, Alex Pope
Slave Girls	Jean & Joan Corbett Gloria Saunders
Caleb	Percy Helton
Peddler	Ed Mundy
Milas	Anthony Jochim
Chamberlains,	Van Des Autels, Roy Gordon
Calvus	Hayden Rorke
Gracchus	George E. Stone
Cleander	Ben Astar
Auctioneer	Marc Snow

'U' Gross Sales for 13 Weeks Are Up $2,017,125

Consolidated world gross sales of Universal Pictures totaled $17,471,385 for the 13-week period ended Aug. 1, 1953, according to a company report to the Securities and Exchange Commission, it was disclosed here yesterday. This compares to $15,454,260 for the same period in 1952, furnishing the base for the $2,017,125 rise in world gross figures realized in the current period.

The company also reported that for the first 39 weeks in 1953 world gross sales were $51,948,222, compared to $45,831,682 for the same period in 1952.

The gross sales figures do not include excise taxes. It was also stated that the gross sales include foreign revenues from countries having exchange restrictions only to the extent that net earnings resulting can be realized in U.S. dollars, regardless of the period.

Set Ladies' Program For TOA Conclave

CHICAGO, Sept. 16.—The women's activities committee of the 1953 Theatre Owners of America convention and trade show here Nov. 1-5 has completed its schedule of events for the visitors.

On Monday, Nov. 1, the ladies will join exhibitors, equipment manufacturers and concessions representatives at the TOA-TESMA special showing of Cinerama and inspection of equipment at the Palace Theatre.

Tea in the Ambassador Hotel is set for Tuesday, including a fashion show. Coca-Cola's beefsteak party and entertainment at the Saddle and Sirloin Club are scheduled for the evening.

On Wednesday, the ladies will attend a Smorgasbord luncheon at the Kungsholm Restaurant; a matinee performance of puppet opera, with a matinee at a Loop theatre as an alternate. Pepsi-Cola's party, including an ice show, are set for the evening.

Brunch and a fur show in the Blackstone Hotel are scheduled for Thursday morning. In the afternoon, the ladies will visit the Art Institute. Tea will be served. A cocktail party and the annual president's banquet comprise the evening program.

Co-chairmen of the women's activities committee are Mrs. John Balaban, Mrs. James Coston, Mrs. Edwin Silverman and Mrs. David Wallerstein.

Vistarama Debut Set

BUFFALO, Sept. 16.—The first presentation of Carl Dudley's Vistarama featurette, "Aloha Nui," will be held at the local Center, AB-PT house, where it will open Friday as an extra attraction with "Roman Holiday." Arrangements for the local premiere were made by Edward L. Hyman, vice-president of AB-PT during a visit here.

AB-PT Dividend

American Broadcasting-Paramount Theatres board of directors yesterday declared a 25 cents per share dividend on both the preferred and common stock, president Leonard Goldenson disclosed. The dividends will be payable on Oct. 20 to stockholders of record on Sept. 25.

'The Robe'

(*Continued from page 7*)

showing were enthusiastic, with the adjectives "terrific" and "overwhelming" heard repeatedly. During the showing, there were numerous involuntary exclamations of surprise and delight at various scenes of exceptional beauty, action or sweep.

Medium Explained

Applause greeted the parting of the curtains exposing the wide sweep of the screen and was interspersed throughout the showing and at the end. A newsreel preceded the showing of "The Robe," with the standard screen dimensions preparing an effective contrast for the giant screen image to follow. Between the newsreel and the feature, a brief recorded explanation of CinemaScope and its background was presented.

The evening was the culmination of Skouras' months of planning and preparation since his faith in the anamorphic lens process was awakened in Europe last fall. Since then, he has spanned the Atlantic and the Continent almost ceaselessly, bringing the dream to its realization.

In that period, the company has invested millions of dollars in the production of the necessary lenses, sound equipment, screens and the development of the four-strip magnetic sound system. Great optical and equipment plants both in the United States and abroad, have had to be re-tooled to produce the essential equipment. Costs of the re-tooling have been borne by 20th-Fox.

Other Works in Preparation

At the studio, more millions have gone into CinemaScope production, not only for the $4,500,000 "Robe," but also for nearly a dozen other productions in work or in preparation. The entire studio, under Darryl F. Zanuck's direction, was re-geared to produce only in CinemaScope.

Last night's unveiling, in the opinion of the majority of the knowing first-night audience, marked the beginning of a new phase of motion picture presentation. How big that phase will be remains for the public to decide, as CinemaScope opens in theatre after theatre around the country and abroad in the weeks and months to follow.

This much is sure: 20th-Fox has a great box office attraction, offered in a great, new, showmanly process. Both will be around for a long time and will bring rich rewards to the company.

Among last night's audience were: Charles Boyer, Olivia DeHavilland, Leland Hayward, Thelma Ritter, William Gaxton, Moss Hart, Oscar Hammerstein II, Deems Taylor, Lee Shubert, Milton Berle, Mimi Benzell, Joshua Logan, Robert Montgomery, Sid Caesar, Barney Balaban, Ned Depinet, Victor Francen, Robert Sherwood and Irene Dunne.

City Officials Attend

Also, Walter P. Chrysler, Jr., David Rockefeller, Bernard Gimbel, Marshall Field, Austin S. Iglehart, Edgar F. Kaiser, Floyd Odlum, Philip D. Reed, Rudolph Halley, Deputy Mayor Charles Horowitz, Health Commissioner John F. Mahoney, Police Commissioner George Monaghan, Sanitation Commissioner Andrew W. Mulrain, Chief Magistrate John Murtagh, Manhattan district attorney Frank Hogan, Kings district attorney Miles F. McDonald, Brooklyn Borough President John Cashmore, Bronx Borough President James J. Lyons, Judge Irving Kaufman, Judge Jonah J. Goldstein.

Also: Toots Shor, Herbert Bayard Swope, Countess Serge Tolstoy; Serge Obolensky, Jules Glaenzer, Byron Foy, Sailing Baruch, Dean Cornwell, William Randolph Hearst, Jr., Kent Cooper, Henry Luce.

Mayor Impellitteri Present

Also: Ava Gardner, Loretta Young, Mr. & Mrs. Joseph Moran (Thelma Ritter), Mary Martin and Richard Halliday, Peter Lind Hayes and Mary Healy, Shirley Booth, Mayor Vincent Impellitteri, Arthur Eisenhower, David Rockefeller, Marshall Field, Mr. & Mrs. Morton Downey, Mr. & Mrs. Alfred Gwynne Vanderbilt, Sophie Tucker, Kyle MacDonnell, Conrad Nagel, Deems Taylor, Eva Gabor, Robert Merrill.

Also: Torin Thatcher, Mr. & Mrs. Joseph Cotten, Kay Francis, Mons. Fulton Sheen, Gen. James Van Fleet, Milton Eisenhower, Bernard Gimbel, Henry Ford II, Benson Ford, Ceil Chapman, Dagmar, Billy Gaxton, Bennett Cerf, Roberta Peters, Arlene Francis, Jessica Dragonette, Mimi Benzell, Anita Colby, Rudolph Bing, Sir Percy Spender (Australian Consul General), Sam Spiegel, Robert Q. Lewis and Harry Hershfield, and others.

RKO Theatres' Ads Cite CinemaScope

Advertisements inserted by RKO Theatres in today's New York "Daily News," "Times" and "Journal-American" will salute "the most important event in the 59 years of motion picture history—'The Robe,' in CinemaScope, now at the Roxy Theatre." Sol Schwartz, circuit president, conceived the tribute.

Local 802 Pickets Roxy Premiere

Local 802, American Federation of Musicians, put a picket line in front of the Roxy Theatre here last night as 20th Century-Fox's CinemaScope production, "The Robe," was given its world premiere at the theatre.

The Roxy had given notice to the musicians employed at the theatre in advance of the "Robe" premiere, discontinuing its stage show policy for the duration of the engagement of the CinemaScope production. The move was opposed by the Local and efforts to reach a settlement in conferences held yesterday with James C. Petrillo, A. F. of M. president, were unsuccessful.

The dispute will go before a mediator today, with the union asserting it will accept any "reasonable compromise."

The theatre management said Local 802 demands employment of 26 musicians for a period of a year, whether needed or not. It said it is fully within its rights in discontinuing the services of the musicians upon the elimination of the stage show policy, as other Broadway theatres have done. The management also pointed out that eight other union crafts represented among the theatre's employes were at work last night.

The picketing did not interfere with the premiere.

RKO Theatres Set 'Robe' Premieres In 4 Key Cities

RKO Theatres has set CinemaScope premieres of "The Robe" in four key cities, at Keith's Memorial, Boston, Oct. 6; Albee, Cincinnati, Oct. 15; Palace, Rochester, Oct. 21, and Keith's, Dayton, Oct. 29. Sol Schwartz, president, and William W. Howard, vice-president, will be hosts at the local area premieres.

City-wide campaigns, embracing the co-operation of press, radio, television and government officials, will herald the openings, it was reported here by Harry Mandel, national director of advertising-publicity for the RKO circuit.

Heavy Exploitation Set

Mandel has returned from meetings in Boston, Cincinnati, Rochester and Dayton where he discussed the overall campaigns for the picture. The meetings were held with Jay Golden, division manager for Boston and Rochester; Jerry Shinbach, division manager for Cincinnati and Dayton; theatre managers, ad-publicity men and 20th-Fox field men.

In each city the campaigns have begun with heavy concentration in newspapers, radio and television. Important local celebrities and high ranking government officials will be invited to attend the openings.

A. T. & T. Seeks New Microwave Links

The Long Lines Department of the American Telephone and Telegraph Co. has petitioned the Federal Communications Commission for authority to install additional microwave transmitters on the Chicago-Milwaukee-Minneapolis radio relay system. The proposed transmitters would provide two television channels from Chicago to Milwaukee via Palmyra, Wis. A third channel covered in the application would provide a video link from the junction station at Palmyra to Minneapolis.

Interconnection with the Bell Telephone System's nationwide television network facilities would be made at Chicago.

Unity, TV Film Firm, Opens Coast Office

Unity Television Corp. of California has been formed in Hollywood as West Coast representative of Unity Television Corp., New York producers of films for TV. Arche Mayers, president of Unity, has named Connie Lazar, veteran motion picture and TV executive, as manager of the new company, which will serve not only the Western and Mountain states, but Hawaii and Alaska as well.

Children Pickets Get Reduced Prices

MILWAUKEE, Sept. 16.—Teenagers have won their plea for lower admission prices at theatres in Steven Point, Wis. When rates were increased at the Lyric and Fox theatres, the youngsters picketed the houses and attendance fell off. The theatres now have reopened with lower prices than before the increase. The reduction applies to both children and adults, and to all shows.

ALL ROADS Lead to BOSTON, MASS.

and the

GREATEST EXHIBITOR CONVENTION

and

TRADE SHOW IN THE HISTORY

of

THE MOTION PICTURE INDUSTRY

sponsored by

ALLIED STATES ASSOCIATION

of

MOTION PICTURE EXHIBITORS

at the

Sheraton Plaza Hotel, Oct. 5-6-7

A CONVENTION where Open Forum and frank discussions on COMPO, Admission Tax, Wide Screen and 3-D, Pre-releases, Advanced Admissions, and Film Rentals pinpointed by Allied's well-known Film Clinics . . . are conducted in the old NEW ENGLAND TOWN MEETING fashion.

A TRADE SHOW that will hold the interest of every Exhibitor present including demonstrations by RCA—POLAROID—BALLANTYNE MOTIOGRAPH—and discussions of every aspect of the changing of Projection Proceses.

A SOCIAL PROGRAM . . .

Hospitality Suite by MPA—UNITED FILM—INDEPENDENT EXHIBITORS, INC.

A Two-Day Program of Entertainment for the Ladies

LUNCHEONS　　COCKTAIL PARTIES by Pepsi Cola

NEW ENGLAND SHORE DINNER by Coca Cola

THE ALL INDUSTRY BANQUET ON OCTOBER SEVENTH

BEAUTIFUL PERSONALIZED GIFTS TO ALL REGISTRANTS

Make reservations by letter, wire or phone— →

INDEPENDENT EXHIBITORS, INC.
36 Melrose Street, Boston—LIberty 2-9144

Please reserve.......................for arrival
type of room

....
date　　hour

....
Signed　　Theatre　　Town and State

Minsky and Walsh On Six-City Tour Of Exchanges

WASHINGTON, Sept. 16.—Howard G. Minsky, Paramount Mid-East division manager, and Joseph A. Walsh, branch operations manager, who arrived here today from Philadelphia, next week will complete a tour of six exchanges and conferences with branch managers and other local Paramount officials.

In Philadelphia, Minsky and Walsh met with Ulrik F. Smith, branch manager, and currently are meeting here with Phil Isaacs, branch manager.

Minsky and Walsh will leave here at the weekend for Cleveland where they will confer Monday and Tuesday with Harry S. Buxbaum, branch manager, and others. They will meet with branch manager Mike Simon in Detroit on Wednesday, with manager Herbert Gillis in Cincinnati on Thursday, and with manager David Kimelman in Pittsburgh on Friday. They then will head for New York for conferences with A. W. Schwalberg, president of Paramount Film Distributing Corp.

Kearney Sales Head Of ABC's Film Unit

Don L. Kearney has been named national sales manager of American Broadcasting's film syndication division by George L. Shupert, vice-president of the network in charge of the division.

Kearney, who has been assistant sales manager of the television network, will take over his new duties on Monday. He will be responsible for the development of a nationwide selling staff and the planning and execution of TV film sales to advertisers and TV stations on a first-come, first-served basis.

Pola-Lite Aid for 3-D Projection

Distribution of 20,000 free pamphlets designed to help exhibitors showing 3-D films has been started by the Pola-Lite Co., manufacturers of plastic, 3-D viewers, Al O'Keefe, vice-president in charge of distribution, reports.

The pamphlet, entitled "Helpful Hints on How to Improve Your Projection of 3-D Pictures," will be sent to all exhibitors now showing 3-D films, as well as to others who may be contemplating showing three-dimensional films.

Teen-Age Vandalism Resumes in Chicago

CHICAGO, Sept. 16.—Teen-age vandalism continues to plague theatremen here, having broken out again on the North Side, the section of the city in which most of the trouble seems to be centered. An outbreak at the Granada forced the management to refund 150 admissions because several hundred teen-agers were so noisy that other people in the theatre could not hear the sound or dialogue. Police finally quieted the youngsters without making any arrests, but by that time the damage had been done.

Asides & Interludes

—by James Cunningham

THE NEIGHBORS DON'T WANT MUCH from the drive-in theatre operators down Waterloo, Iowa, way, only that the drive-in operators furnish an attendant for every in-car speaker, and that the attendant control the wind that carries the sound.

"Mort" Mortensen of Minneapolis tells how Philip E. Winslow and S. A. Oellerich, owners of the Starlite Drive-in theatre at Waterloo, were forced to take pen in hand and draft a lengthy reply to the demands which irate property owners made to the City Council for an ordinance regulating drive-ins.

Specifically the property-owners asked for speaker attendants, and limitation of operating hours and made pointed references to the consumption of "intoxicating beverages" and "blanket parties."

In reply to the petition Winslow and Oellerich said that "restrictions as to where the patron places his private speaker, the employment of an attendant for each speaker to insure it being turned off immediately after the patron leaves, and the control of the wind which carries the sound are obviously unreasonable from every point of view."

Midnight closing, the operators added, is impossible where the late sunset is a factor in the start of the show. Accusations of intoxication and blanket parties "are not sustained by facts," they said.

"With hundreds of family groups coming out to enjoy the drive-in theatre together, some beverages may be brought from home. It is significant however, that national and local statistics on drive-in theatre attendance reveal that 94 per cent of the cars entering the drive-in theatre have family groups composed of parents and children. It is obvious that the pointed reference in the complaining petition to 'intoxicating beverages,' 'teen age boys and girls, 'blanket parties,' and the 'spreading of debris' are not sustained by the facts, and are intended only to create and falsely emphasize an issue."

Now we know what John Patrick Henry meant when he said: "Give Me Liberty, or Give Me Death."

☆ ☆ ☆

Air-conditioning the Music Hall in New York, and the State-Lake in Chicago or the Paramount in L.A., is a terrific job. Keeping large auditoriums air cooled is an achievement. The wider the space, the more difficulties to achieve perfection.

Out in Phoenix, Arizona, an exhibitor set out to cool the whole countryside around his Cinema Park Drive-in. He installed a system of propeller blades on a 14-foot standard. In front of the propeller blades he placed water pipes containing tiny holes. Water is forced through the holes and shoots all around as a fine mist, dropping the temperature several degrees.

Heavenly, they say.

☆ ☆ ☆

Electronics engineers are just out of this world.

Last week they came up with a gadget that will deliver—out of one faucet—a Scotch-and-soda, or a rye highball, a Tom Collins, or a Boiler-maker, i.e., rye in a tall beer; and, for an extra two-bits, a hamburger with ketchup, mayonnaise, or chile-con carne, plus napkin, salt and pepper, and a toothpick.

This week, the electronic guys came up with CinemaScope, Sssshhh. There are reports that it has something to do with a picture which, I hear, they call "The Robe."

Next week, you will be hearing about a laboratory car at Dave Sarnoff's Research Center, out in the electronic-minded area of Princeton, New Jersey, which car can: (1) Steer itself along a prescribed route; (2) Stop when it approaches a metal obstacle; (3) Turn out to pass a slower car.

The electronics guys are next going to go to work on the guy who drives in the next lane. Meanwhile, by way of explanation of their new steering system, it involves electric cables under specially built highways, with electronic equipment controlling the steering gear and picking up wave impulses.

☆ ☆ ☆

We read many bulletins from many persons, mostly sturdy bulletins from exhibitor organizations, about the conduct of our motion picture business.

The other day, we came across a bulletin called "The Church Bulletin," issued at a place called St. Benedict's, way up in East Bronx, and given to us by Miss Helen Blaha. She knows that we like bulletins. Says this bulletin:

"It is a good thing to have money and the things that money can buy, but it is good, too, to check up once in a while and make sure you haven't lost the things that money can't buy.

"The things that money can't buy would make a long list—here are some:

"Money can't buy real friendship,—friendship must be earned.

"Money can't buy a clear conscience,—square dealing is the price tag.

"Money can't buy the glow of good health,—right living is the secret.

"Money can't buy happiness,—happiness is a mental attitude and one may be as happy in a cottage as in a mansion.

"Money can't buy sunsets, singing birds and the music of the wind in the trees,—these are as free as the air we breathe.

"Money can't buy inward peace,—peace is the result of a constructive philosophy of life.

"Money can't buy character,—character is what we are when we are alone with ourselves in the dark."

Continue the list yourself. You'll agree that among the things money can't buy are some of the most valuable treasures life has to offer.

4,625 Film Houses in Western Germany At End of 1952

WASHINGTON, Sept. 16.—There were 4,625 motion picture theatres in Western Germany at the end of 1952, with a seating capacity of 1,867,463, the U.S. Commerce Department reports.

It is said that in addition to these permanent theatres, there were approminently 300 itinerant exhibitors and some 400 small theatres operating intermittently. Commerce put total admissions in 1952 at 558,000,000, and gross income at approximately 546,000,000 Deutschemarks, compared to about 480,000,000 Deutschemarks in 1951.

Friedman Circuit Is Split Up in Minn.

MINNEAPOLIS, Sept. 16.—Israel Friedman, in a splitup of the theatre properties owned by him and his brother, the late Ben Friedman, has taken over the management of the Broadway and Rivoli and a drive-in at Albert Lea, Minn., and the Princess at St. James, Minn. Martin Stein and Mrs. Ben Friedman will operate the Edina and Westgate, Minneapolis suburban theatres, with Stein as president and general manager.

John Hurley, former manager of the Edina and Westgate, has joined Israel Friedman in the operation of the outstate houses.

Fine Arts Acquires Mexican 'The Net'

Fine Arts Films here has acquired distribution rights to the Mexican-produced feature, "The Net," for the United States, Canada, the British dominions and the Far East. The picture has English dialogue and stars Rosanna Podesta. "Life Magazine" this week printed a spread on the picture and the star.

Fine Arts plans to change the title of "The Net." It will be released this fall.

Atlas Firm Is Bought By Hal R. Makelim

HOLLYWOOD, Sept. 16.—Control of Atlas Pictures Distributing Co. has been purchased by Hal R. Makelim, independent producer whose latest picture, "Man of Conflict," is currently being distributed by Atlas. Harry Thomas and N. P. Jacobs, organizers of the recently-formed Atlas, have resigned. Sam Nathanson will take over the duties of Thomas as operating head.

FCDA Still Hopes to Utilize Theatre-TV

WASHINGTON, Sept. 16.—Officials of the Federal Civil Defense Administration declare they still hope that budgetary provisions can be made for the use of theatre television for the training programs of the organization. The present appropriation prevents their making immediate use of the theatre TV medium.

CONGRATULATIONS

20th Century-Fox

on ushering in a new era in exhibition with the powerful attraction

THE ROBE

Not only has 20th Century-Fox given the American public one of the outstanding productions of all times, but it has also revolutionized the industry's projection and sound techniques with its highly successful introduction of CinemaScope.

Never before has a motion picture offered such dramatic impact. Never before has sound added so much to an entertainment experience.

RCA is proud to announce it is now ready to install complete RCA Stereoscope Sound Systems featuring the new "Button-On" soundhead, controlled-horn-angle stage speakers, powerful auditorium speakers, and all-new "Audio-Sync" amplifiers. Projection equipment and specially developed Wide-Arc lamps make it possible for the exhibitor to equip his theatre for CinemaScope entirely from one source.

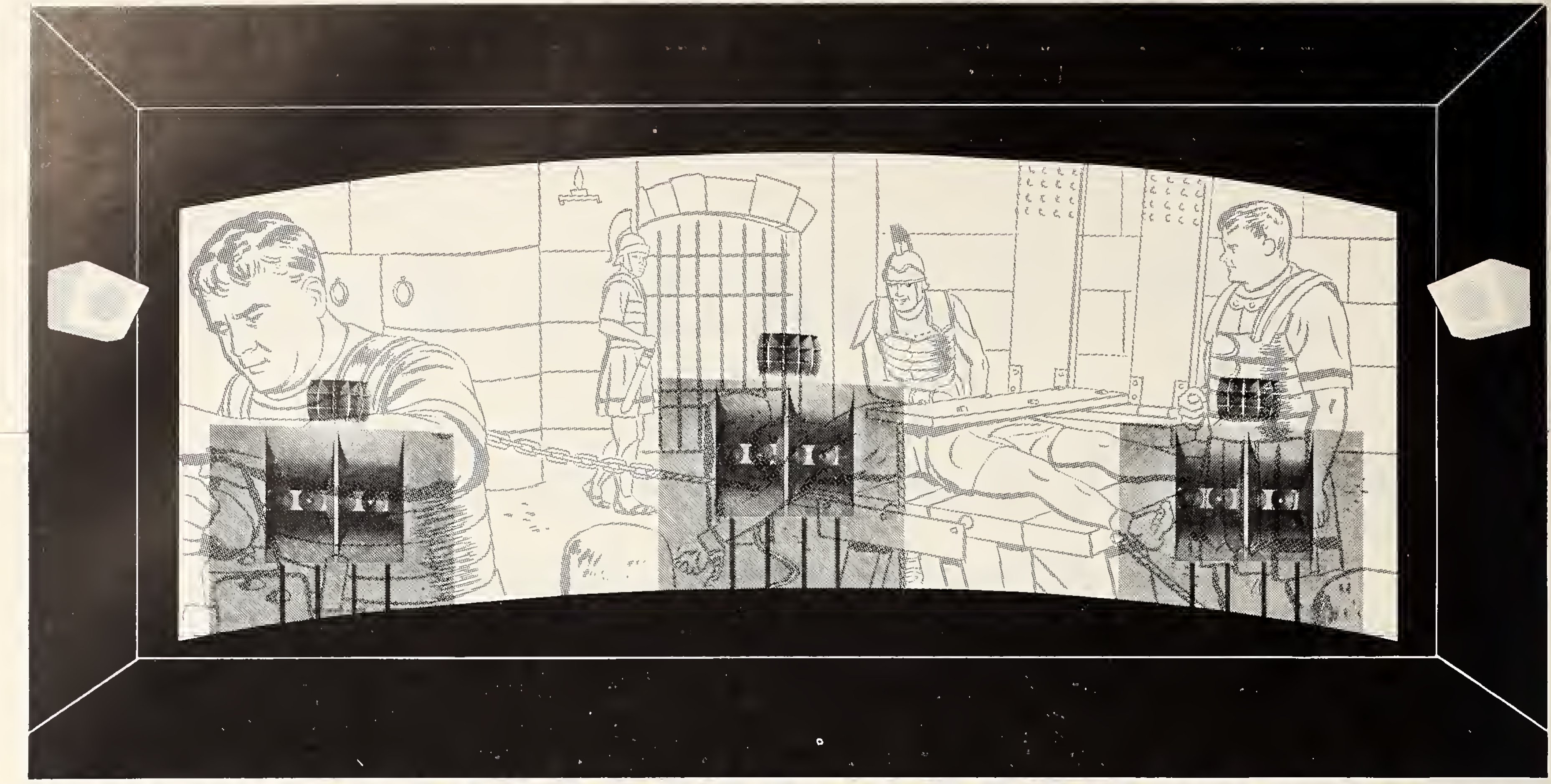
Get ready now for your bookings of the important new single-film, four-track productions. Contact your RCA Theatre Supply Dealer for information on availability of RCA Stereoscope Sound.

THEATRE EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

® In Canada: RCA VICTOR Company Limited, Montreal



BEHIND THE SCENES — ALTEC LANSING "VOICE OF THE THEATRE" LOUDSPEAKERS • IN THE BOOTH — THE COMPETENT SERVICE OF ALTEC SERVICE

Congratulations

TO TWENTIETH CENTURY FOX

Congratulations on the tremendous reception afforded the premiere of your first CinemaScope Production, "THE ROBE." It is a great step in this new era of Motion Picture entertainment. We take pride in the fact that you called Altec to assist you in the preparation and development of this advancement in screen art.

The experience Altec has gained in working with you and in handling the CinemaScope trade showings throughout the United States and Europe is available to all exhibitors.

ALTEC® LANSING CORPORATION

ALTEC® SERVICE CORPORATION

ALTEC SERVICE CORPORATION
ALTEC LANSING CORPORATION

Specialists in Motion Picture Sound

9356 Santa Monica Blvd.
Beverly Hills, Calif.
161 Sixth Avenue, New York 13, N.Y.

Dealers everywhere

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 56 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 18, 1953 TEN CENTS

44 Theatres to Take Telecast Of Title Bout

Net Comprises 33 Cities; Stretches Across Country

Forty-four theatres in 33 cities from Coast to Coast have booked next Thursday's telecast of the Marciano-LaStarza heavyweight title bout, to be held at New York's Polo Grounds.

Nate Halpern, president of Theatre Network Television, said the fight will be seen "live" for the first time in 12 cities, adding that the 44 represent theatres which have booked the fight to date. The 33 cities, he added, comprise the largest number of cities to see a theatre TV event and constitute the largest seating capacity to date for a theatre telecast.

The 12 cities which, for the first time, will witness a "live" fight tele-

(*Continued on page* 3)

H.J. Yates Gets Fight Film

Exclusive film rights to motion pictures of the forthcoming world's heavyweight championship fight between Rocky Marciano and Roland LaStarza, to be held next Thursday at the Polo Grounds in New York, have been acquired by Herbert J. Yates, it was disclosed here yesterday

(*Continued on page* 3)

UK Negotiating Team Due Here Tomorrow

LONDON, Sept. 17.—Sir Maurice Dean, second secretary to the Board of Trade and in charge of home trade, and Sidney Golt, in charge of the Board's films division, will leave here tomorrow evening by plane en route to the Washington conference next Wednesday on the extension of the Anglo-U.S. film remittance agreement.

The two comprise the British team which will meet with representatives of the Motion Picture Association of America and the Society of Independent Motion Picture Producers for the pact negotiations.

Barney Balaban Is Named 'Pioneer of the Year'

Barney Balaban, president of Paramount Pictures, has been selected as "Motion Picture Pioneer of 1953" by the Motion Picture Pioneers, and the Foundation of Motion Picture Pioneers, it was announced here yesterday by Jack Cohn, president of the affiliated organizations, which are made up of industry personnel who have been in the business for 25 years or more.

Barney Balaban

Balaban was chosen by members of the Pioneers' board of directors, among them Jack Alicoate, Harry Brandt, Steve Broidy, Jack Cohn, Sam Dembow, Jr., Ned E. Depinet, Gus Eyssell, S. H. Fabian, William J. Ger-

(*Continued on page* 4)

UHF-TV Tieup with Theatres Proposed

PHILADELPHIA, Sept. 17.—Participation by UHF-TV stations with local motion picture theatres in the Telemeter "pay-as-you-see" system was suggested here today by Paul MacNamara, vice-president of the International Telemeter Corp., at the Conference of TV Broadcasters on subscription television.

MacNamara contended that the big

(*Continued on page* 6)

Krueger to Produce 2 Films Annually

Independent producer Carl Krueger, whose latest picture, "Sabre Jet," is being released by United Artists, has set a program of two features yearly and will next produce "MIG Alley," partially in Korea. Krueger, who is here for conferences with UA executives, said yesterday that he would take a company to Korea next month for background material and, at the same time, with the approval of the U.S. Air Force, show "Sabre Jet" to combat troops stationed there.

Krueger said that members of the cast of both "Sabre Jet" and "MIG

(*Continued on page* 3)

Drive-in Unit to Market New Screen

DALLAS, Sept. 17.—The International Drive-in Theatre Owners Association, headed by Claude Ezell, has arranged for the exclusive distribution of a new all-purpose screen, designed exclusively for drive-in theatres, which is said to be "impervious to weather, strong as steel, and seamless."

The screen, made of spun glass, has

(*Continued on page* 3)

Flexible Agenda Facing COMPO Leaders Here

A flexible agenda will face the two-day meeting of the executive committee and board of directors of the Council of Motion Picture Organizations which opens here on Monday at the Astor Hotel. A tentative list of 312 from the industry has been tabulated by the COMPO office here, and official representatives at the sessions may designate alternates.

The continuation of the drive for the elimination of the Federal 20 per cent admission tax is expected to be the principal topic for discussion and, according to sources here, all other proposed COMPO projects will be set aside to give that program the green light.

Although the official agenda will not be formulated until Sunday night, indications yesterday were that some consideration will be given to the future physical operation of the organization. This would mean that a decision may be made as to whether COMPO will continue to operate under the direction of a three-man board or under an elected full-time president. It is reported that there are factions which favor both courses.

Concentration on the tax elimination drive is favored by some COMPO leaders. They point out that available funds should be utilized for that purpose and for no other because of the dire necessity for tax relief. It is expected that Herman Robbins, COMPO treasurer, will make a full report on

(*Continued on page* 4)

Public Lauds 'The Robe' and CinemaScope

Exhibitors Join Praise, And N. Y. Papers, Too

By MURRAY HOROWITZ

The public acclaimed "The Robe" and CinemaScope here yesterday, flocking to the Roxy in record numbers. Their enthusiasm was matched by the warm welcome given the 20th Century-Fox production by leading exhibitors who saw the invitational premiere the previous night.

"Tremendous," "excellent" and "beautiful" were among the words used by people interviewed by MOTION PICTURE DAILY. Cards handed out in the lobby, inviting comment from the opening day audience, abounded in similar phrases, both as to the picture and the medium.

The Metropolitan press gave the

(*Continued on page* 4)

Suggest Meet On Arbitration

The gathering of representatives to the executive committee and board of directors meetings of the Council of Motion Picture Organizations at the Astor Hotel here next Monday and Tuesday has laid the groundwork for a possible session of exhibitor association leaders on the subject of re-

(*Continued on page* 6)

Record $36,000 for 'Robe' Opening

"The Robe" opened to a tremendous first day's business of an estimated $36,000 yesterday at the Roxy.

David Katz, Roxy manager, said the gross was the largest in the history of the Broadway showcase and may run even higher, on the basis of early evening business. He added the claim that $36,000 for a one-day gross has not been duplicated in any theatre in the world.

With the doors scheduled to open at 9 A.M. yesterday, the management was forced to start the sale at 8:20.

Personal Mention

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, will leave here for the Coast today for an extended stay.

•

FRANK SAUNDERS, custodian for Paramount Gulf Theatres, New Orleans, on Tuesday was guest of honor at a party marking his 50th anniversary in the entertainment industry.

•

CECIL B. DEMILLE has been elected president and chairman of the board of the American Cancer Society's Los Angeles County branch.

•

WILLIAM M. PIZOR, Lippert Productions vice-president, will leave here Sunday by plane for London and a tour of Europe.

•

DAN S. TERRELL, M-G-M publicity director, will leave El Paso by plane on Sunday for Houston, Dallas and Fort Worth.

•

JACK WEINER, M-G-M field press representative in New Orleans, will return there Sunday from New York.

•

ED GALLNER, M-G-M field press representative in Philadelphia, has returned there from New York.

Box - Office Drive Set by S-W Group

WASHINGTON, Sept. 17.—The annual business promotion of Stanley Warner Theatres in the Washington zone opened today, with theatre managers from Maryland, Virginia and the District of Columbia in attendance.

Principal speakers were S-W vice-president Samuel Rosen and Harry Kalmine, S-W vice-president and general manager. Both spoke of "The Big Job Drive," in which S-W managers will participate this fall and winter, with emphasis on basic showmanship principles.

George Crouch, Washington zone manager, conducted the meeting, which was held at the Shoreham Hotel. Home office representatives who addressed the meeting were Harry Goldberg, advertising manager; Nat Fellman, circuit film buyer, and Carl Siegal, head of concessions. Other speakers were Frank La Falce, Louis Ribnitzki, A. Julian Brylawski, E. N. Read and C. E. McGowan.

Orsatti and Newman Form Producing Unit

HOLLYWOOD, Sept. 17.—Victor Orsatti and Joe Newman have formed Sabre Productions, with Orsatti as president and Newman as vice-president and executive producer, to produce three features annually. First will be "This Island Earth," to start in November with stereophonic sound and in color. The second, "Teheran," will be done in the same manner.

N. J. Independents Sue Three Majors

PHILADELPHIA, Sept. 17.—An anti-trust action alleging that three major film companies have imposed a discriminatory seven-day clearance against the Crescent Theatre located in West Collingswood, N. J., in favor of the Century Theatre in Audubon, N. J., has been brought in Federal District Court here by Robert Abel, Ruth E. First, Ruth Silver, Essie Rovner and Sidney A. Leventon, co-partners trading as the Crescent Theatre Co., against RKO Pictures, 20th Century-Fox, and Columbia Pictures.

Competition Denied

The plaintiffs allege that the Crescent is not in substantial competition with the Century Theatre and that the theatres are located three miles from each other. Moreover, the plaintiffs claim they made a written demand upon the defendants on July 12, 1950, requesting that all existing clearance in favor of first-run theatres in Camden be limited to 14 days but the defendants have failed and refused to license pictures for exhibition at the Crescent without imposing clearance restrictions in favor of the Century.

The plaintiffs claim that the action of the defendants has been the result of unlawful conspiracy in restraint of trade and that the plaintiffs have suffered damages in the amount of $75,000 up to the present time and that they will continue to suffer injury until the defendants license pictures to the Crescent on a proper basis.

Heavy Exploitation For U-I Fall Films

HOLLYWOOD, Sept. 17.—David A. Lipton, vice-president of Universal-International in charge of advertising and publicity, has disclosed the company will exploit its autumnal releases with the "most extensive advertising and promotional campaigns undertaken in many years," plans for which are being developed in meetings he is holding with New York and Hollywood advertising-publicity men and field representatives called in for these conferences.

Stars and other personalities will be sent on tours covering more than 50 cities, with special emphasis placed on their radio and television appearances. The field staff will be expanded to cover the entire country continuously next month.

Cincinnati Franchise Acquired by Realart

CINCINNATI, Sept. 17.—Realart Pictures here has acquired the Lippert Pictures franchise formerly held by Eugene Tunick. The transaction also includes other Tunick-handled Cincinnati product, including Favorite Pictures, Bell, Burstyn and Madison. Morris Dudelson, Lippert division manager, will make his headquarters at the Cincinnati office of Realart.

The new contract will become effective on Sept. 26.

Trans Lux Has a New Theatre Screen

Trans-Lux Corp. has developed a new all-purpose screen, the Luxuria Screen, manufactured by the C. Roy Stewart Trans-Lux Corp. of California, and produced in an entirely seamless piece up to 90 feet wide. It is perforated and designed to be compatible with new types of sound equipment.

The first installations were in the Azteca in San Bernadino, Loew's 86th Street, New York, and the Broadway Trans-Lux, New York.

'La. Territory' Tied In With Centennial

The world premiere of RKO Radio's "Louisiana Territory," in 3-D and color by Technicolor, will be held at Loew's State Theatre in New Orleans on Oct. 14. More than 20 other Southern cities also will open the picture on or about the same date. A promotion campaign is being planned to tie in with the Sesqui-Centennial celebration of the purchase of the Louisiana Territory by the U.S. from France.

Mervin Houser, Eastern director of advertising - publicity, has assigned Dave Cantor, exploitation manager, to handle the promotion.

Dates Are State-wide

Louisiana theatres involved in the premiere include the Strand, Shreveport; Gordon, Baton Rouge; Paramount, Lake Charles; Paramount, Monroe; Colonial, New Iberia; Gran, Donaldsonville; Star, Jeanerette; Jefferson, Lafayette, and Center, Franklin. Theatres in Mississippi are: the Princes, Colombus; Arabion, Laurel; Temple, Meridian; Lyric, Tupelo; Saenger, Vicksburg; Saenger, Biloxi; Paramount, Greenville; and LeFleur, Greenwood. Others are the Saenger, Pensacola, Florida, and the Paramount, Texarkana, Texas.

Wilcox U.S. Meeting With Yates Delayed

LONDON, Sept. 17.—Plans for Herbert Wilcox and H. J. Yates to discuss future joint production ventures in New York this week have been postponed until next week. Wilcox will leave here by plane next Wednesday, going direct to Hollywood for the meeting with Yates.

The two will discuss the casting of "Trouble in the Glen," Wilcox's next production under the joint arrangement with Republic; campaigns for his recently completed "Laughing Anne," and the possibilities of wide-screen production for their next.

Rites for Bert Reisman

Masonic services for Bert Reisman, former RKO Radio sales representative in South Africa, who died in Johannesburg on Aug. 1, will be held on Wednesday, Sept. 23, at the Kasdan Funeral Parlor, Brooklyn. Burial will be in Greenwood Cemetery.

Goldwyn Counters: Trade Factors, Not He, Closed Theatres

HOLLYWOOD, Sept. 17.—Theatre closings and other changes in the industry "deeply concern" Samuel Goldwyn but do not shake his confidence in the industry and its future, the producer said today in a statement issued in reply to recent exhibitor criticisms of remarks made by Goldwyn in a press interview in New York on his recent return from Europe.

"The changes that have taken place are healthy ones," Goldwyn said. "I see no reason for anything but great confidence in the future."

"I am sure," he continued, "the industry's position will be strengthened by the concentration in Hollywood today on fewer pictures, which is bound to mean finer pictures. It has been conclusively demonstrated that the public will respond magnificently to great motion picture entertainment, but cannot be brought into theatres by prizes, give-aways, double bills or any other gimmicks.

Cites Several Factors

"Since 1946, approximately 5,000 theatres have closed. They have been forced out of business not as a result of anything I have said but by the competition of TV, greater discrimination on the part of the public brought about by inferior pictures, and in some instances by failure to keep theatres up to modern standards, lack of aggressive showmanship and management and similar factors. Producers have gone out of business, too."

New Spanish Bill Here

Puerto Rico's film and stage personality, Chinita Marin, opens today as the headline attraction at the Hispano Theatre here in conjunction with the world premiere of "Puerto Rico on the March,' the film attraction. Mario, Mexico's film comedian, has been held over for another week. Others in the stage revue are Gil Marr, Cuban crooner; Estilita, Litico and Mario, Cuban dancers, and Meridita Valdez, Cuban dancer. Willie Chevalier continues as master-of-ceremonies.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

JOHN WAYNE in Island IN THE Sky
IN PERSON GUY MITCHELL
ART MOONEY ORCH.
ROGER RAY - LOS GATOS
EXTRA JANE PICKENS
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Fight TV

(Continued from page 1)

cast are: Los Angeles, Huntington Park, Calif., San Francisco, Sacramento, Salt Lake City, Dallas, New Orleans, Des Moines, Memphis, Syracuse, Norfolk, and Commack, L. I.

Four drive-ins taking the bout are in Commack, L. I., West Memphis, Ark., Syracuse and Norfolk, Va.

The blackout imposed by the International Boxing Club in New York City and New England, Halpern stated, has prevented additional theatres from booking the event.

The following other cities are carrying the event: Washington, Miami, Chicago, Baltimore, Detroit, St. Louis, Asbury Park, Camden, Binghamton, N. Y., Buffalo, Cleveland, Philadelphia, Chester, Pa., Erie, Pa., Pittsburgh, Minneapolis, Richmond, Va., Omaha, Milwaukee, Indianapolis and Albany, N. Y.

U. S. Films Praised By Mexican Official

HOLLYWOOD, Sept. 17.—"Your films are an inspiration to people everywhere" and are a "major factor in strengthening the bond of friendship and understanding between the United States and its good neighbors south of the border," Angel Carvajal, Secretary of the Interior of Mexico, said today at a luncheon given in his honor by the Association of Motion Picture Producers at the M-G-M studio, with all the major studios represented.

Christmas Cards to Aid Rogers Hospital

The Will Rogers Memorial Hospital Committee offers industryites a solution to their annual Christmas card problem, one which should add to the resources of this industry charity.

A personalized, two-color greeting card has been prepared which announces that the sender has made a contribution to the Hospital's annual "Christmas Salute" in lieu of sending out the usual Christmas greeting cards. For 50 cents per name, the hospital will fill in the sender's name on as many cards as desired and mail them from Saranac Lake, N. Y. The 50-cent minimum donation will cover the cost of the card, envelope, addressing and postage.

Christmas lists, with check to cover the total number of names, should be sent to the Will Rogers Memorial Hospital's New York City office, at 1501 Broadway.

H. J. Yates

(Continued from page 1)

by Republic Pictures, of which Yates is president.

Distribution arrangements were made by Yates and James D. Norris, president of the International Boxing Club.

Prints will be available at all Republic branches next Friday, as well as one-sheet posters, it was said. The film will be narrated by Bill Corum, Hearst sports columnist.

Dr. Land Sees 3-D Entering 3rd Period

HOLLYWOOD, Sept. 17.—The film industry has passed through the first two phases of 3-D experience and is entering the third, in the opinion of Polaroid's Dr. Edward Land, following visits to the M-G-M, Paramount and other studios, where, he said, he found a deeply gratifying awareness of 3-D principles and potentialities.

The first phase, Dr. Land said, was what might be called the "quickie period," in which speed was the prime consideration in the production of 3-D pictures. The second was the "rejection" period, in which cursory opinion was to the effect that 3-D had about run its course. The third phase, he said, is about to dawn, with such solid pictures as "Kiss Me Kate," "Miss Sadie Thompson" and "Dial M for Murder" showing 3-D benefits at their best.

Dr. Land said that Polaroid's vectographic process, which provides for printing both the left and right eye image on a single print and exhibiting with a single projector, eliminating the possibility of dis-synchronization, and other manipulative errors, will be ready for studio use in a "few months."

NCCJ Recordings Made

HOLLYWOOD, Sept. 17.—The Hollywood Coordinating Committee has completed a series of recorded radio programs by 12 filmland artists to be used in the National Conference of Christians and Jews' 19th annual brotherhood week.

Krueger

(Continued from page 1)

Alley" would make the trip as part of an entertainment project for the Armed Forces in Korea. He said two other pictures now are in the "talking stage" but that no definite production plans had been set. Ronald Reagan probably will star in "MIG," he said.

The Loew's circuit has booked "Sabre Jet" starting in October and Fox West Coast has set the picture for the circuit starting Oct. 23, Krueger said. Distribution arrangements for "MIG Alley" have not been determined, he stated, but conferences would be held with UA executives.

Drive-in Unit

(Continued from page 1)

undergone tests for the past six months, Ezell stated. He has ordered the screen for his 22 drive-ins and is standardizing on a 40-by-80-foot screen for all drive-ins in his circuit. The Buckner Boulevard Drive-in, Dallas, is being equipped with the screen immediately for demonstration purposes.

Ezell revealed that orders from members of the association will receive priority.

The screen comes in sheets 8-by-10 feet and is welded in such a way that it becomes seamless. It will be available at $1.25 per square foot, f.o.b. shipping point, and can be made in any contour.

SUPER-SENSATIONAL SERIAL THRILLS WITH THE RULER OF THE SPANISH MAIN!

COLUMBIA'S LATEST AND GREATEST SERIAL HERO OF THEM ALL!

THE GREAT ADVENTURES OF CAPTAIN KIDD KING OF PIRATES

ALL THE ADVENTURE OF A FULL-LENGTH FEATURE JAM-PACKED INTO EACH EPISODE!

with
RICHARD CRANE · DAVID BRUCE
JOHN CRAWFORD · GEORGE WALLACE
Story and Screen Play by ARTHUR HOERL and GEORGE H. PLYMPTON · Produced by SAM KATZMAN · Directed by DERWIN ABBE and CHARLES S. GOULD
A COLUMBIA SUPER-SERIAL

A MIGHTY CAMPAIGN BOOK FOR MIGHTY PIRATE PROMOTIONS *(Available at National Screen)*

COMPO Meet

(*Continued from page* 1)

the financial status of the organization and the expenditures made during the tax repeal campaign.

The initial meeting Monday will be open to the press, after which the delegates will go into executive session.

The tentative list of possible representatives at the meetings follows:

George Aurelius, Edward Arthur, Carl Anderson, Art Arthur, Ellis Arnall, Harry Arthur, Jr., Gene Arneel, Chester Bahn, Jack Bomar, Lewis Black, Julian Brylawski, R. R. Biechele, Leon Back, Ben Berger, Jack Braunagle, Lloyd Bridgham, Harry Brandt, Sidney Bowden, Robert Bryant, Tom Bloomer, Abe Berenson, Charles Blatt, Neil Beezley, D. F. Blissard, Leo Brecher, Howard Bryant, Myron Blank.

Also, Barney Balaban, Steve Broidy, John Balaban, Maurice Bergman, Roy Brewer, Dalton Burgett, Maurice Barr, E. R. Brennan, Hugh Bruen, James Brenan, Abe Blank, Leon Bamberger, Charles Boasberg, Fred Beedle, Rodney Bush, George D. Burrows, A. E. Bollengier, Roy Cooper, Bill Cumbaa, Wm. Carroll, Ernest Conlon, Harold Cohen, Colonel H. A. Cole, C. E. Cook, Jack Cohn, Max Connett, Max Cohen, James Costen.

Also, Roy Cochran, Ken Clark, Orville Crcuch, Robert W. Coyne, Oscar Doob, Edgar Doob, Glen Dickinson, Gaston Dureau, Ray Davis, Fred Danz, John Danz, Carlton Duffus, Ned Depinet, Fred DuVall, J. R. Denniston, J. E. Duncan, Willis Davis, A. M. Dunne, H. A. Daniels, H. Doering, Al Daff, Russell Downing, Tom Edwards, Frank Eldridge, C. N. Eudy, Hcck Everett, Ernest Emerling.

Also, Jay Emanuel, Jim Fineglio, Doc Fishman, Herry French, Emanuel Frisch, Ed Fay, Ray Feelcy, Si Fabian, Harold Fitzgerald, Morris Finkel, Marvin Faris, Charles Feldman, Abel Green, Ned Green, George Gold, Pauline Griffith, Sig Goldberg, Hallie Gilbert, Wm. Graeper, Sam Gillette, George Gaughan, Monty Gowthorpe, Lauritz Garman, Leonard Gordon, Leonard Goldenson, James Grainger, Henry Griffing, Harry Goldberg.

Also, William Goldman, Maurice Goldstein, Leon Goldberg, William C. Gehring, I. H. Harris, W. E. Horsefield, Earl Hudson, Harry Hendel, Louis Higdon, L. S. Hamm, Rotus Harvey, J. M. Hone, Wm. Heineman, Jack Alicoate, Jack Harrison, Ralph Hetzel, Ed Hyman, Frank Huss Jr., D. S. Hults, Donald Henderson, Joe Isaac, Irving Isaacs, James Ivers, James Jerauld, B. F. Jackson, Ted Jacocks, Allen Johnson.

Also, Leo Jones, Burton Jones, A. B. Jefferis, Eric Johnston, Irving Jacocks, Sherwin Kane, Richard Kennedy, Sam Kirby, Jack Kirsch, Duncan Kennedy, George Kerasotes, Stanley D. Kane, Ed Kidwell, Ed Kraus, Al Kvool, Mike Kincey, Ben Kalmenson, Arthur Krim, John W. Keiler II, K. K. King, Harry Kalmine, Mel Konocoff, Charles E. Lewis, Bud Lollier, Irving Long, Frank Lydon, Robert Livingston, Homer LeBallister.

Also, Elmer Lux, Morris Locwenstein, M. A. Lightman Jr., M. A. Lightman Sr., Al Lichtman, Herman Levy, Russ Leddy, O. C. Lam, Claude Lee, Harry Lamont, Abram Myers, Arthur Mayer, Rodger Mendenhall, Alex Manta, Marty Mullin, Beverly Miller, Melvin Morrison, Vernon McGinnis, Ben Marcus, Al Myrick, Max Matz, Ed Morey, Pat McGee, E. D. Martin, John Mohrstadt, James Mulvey, Walter Morris, L. C. Montgomery.

Also, Ernest R. Martin, Hulda McGinn, Abe Montague, C. J. Mabry, Richard P. Morgan, Fred Mohrhardt, Charles Moskowitz, Herbert Miller, Charles E. McCarthy, T. E. Mortensen, Charles Niles, C. B. Newberry, J. J. O'Leary, Bob O'Donnell, John O'Connor, Al O'Keefe, Ed Pringle, Albert Pickus, J. R. Pell, John Phillips, Harold Pearson, Ben Pitts, Chris Pfister, Sam Pinanski, Dick Pitts, C. W. Rowell, Leo Petcrsen.

Also, Lou Pelegrine, Al Picoult, Martin Quigley, Martin Quigley Jr., C. J. Russell, Ed Ruben, A. L. Royal, Elmer Rhoden, Roy Rowe, Kyle Rorex, Leon Roundtree, Wm. Ruffin, Trueman Rembusch, Elmer Rhoden, Sam Rosen, Frank Ricketson, Milton Rackmil, Henderson Richey, Jack Rose, Robert J. Rubin, Herman Robbins, M. E. Rice, Charles Reagan, Bill Rodgers, Harry Shaw, LaMar Sarra, Boyd Scott, Louis Schine, Russell Schulte.

Also, Meyer Stanzler, Ted Schlanger, Ida Schreiber, Roy Smart, Wilbur Snaper, Jack Suckstorff, Ben Shlyen, Alfred Starr, Charles Skouras, Sol Schwartz, George Skouras, Fred Schwartz, Sam Schneider, Spyros Skouras, Nicholas Schenck, Ed Silverman, Mort Sunshine, Sam Switow, Mrs. Fronia Sexton, Sidney Schreiber, Barney Stein, Al Steen, Bill Specht, Jay Solomon, Stanley Sumner, Lynn Smith, Sid Samuelson, Spyros Skouras Jr., Meyer Schine, Max Slaughter.

Also, Al Schwalberg, Charles Smakwitz, Lewis Sunberg, Abe Schneider, Harold Saxe, Sam Shain, J. H. Thompson, Ralph Tully, Andrew Tegu, Morton Thalhimer, Charles W. Thall, Saul Ullman, Frank Veunett, John Vlachos, Joe Vogel, Mo Wax, N. H. Waters, Dave Wallerstein, Marc Wolf, Leo Wolcott, Jay Wooten, Lew Wisper, Bill Williams, Bob Wile, T. E. Williams, Gene Wilbur, Bob Wilby, Bob Weitman, Mitch Wolfson, Major Albert Warner, John Wolfberg, Nate Yamins, Herbert J. Yates.

'The Robe' Acclaimed

(*Continued from page* 1)

premiere festivities the biggest news break in years, splashing the event with pictures of notables and descriptions of the process. Reviews were very laudatory, with the "Daily News," the nation's biggest-circulation newspaper, giving four stars each to the picture and the process. Some reservations were noted by the "New York Times" and "Herald Tribune" reviewers.

Exhibitor and circuit opinion canvassed was unanimous in heralding the picture and the system. Harry Mandel, advertising-publicity director of RKO Theatres, said: "It is money in the box-office." Manny Frisch, executive of Randforce Theatres, predicted long lines at the Roxy for many weeks to come. CinemaScope, he added, opens a bright new future for the industry, with each successive picture improving technically.

William Cronin, executive of the Comerford circuit, called it "tremendous" and foresaw a smashing box-office success. M. Maurer, vice-president of the City Entertainment Corp., predicted that "The Robe" will break all gross records. Maurer added that he thought the medium is the best yet offered for exhibition. Dick Brandt, vice-president of Trans-Lux Theatres, called it "sensational," claiming that 20th-Fox as yet has not even scraped the possibilities of the CinemaScope medium. He said the system is here to stay and it is worth the industry's attention and support.

"Terrific," Says Schwalberg

A. W. Schwalberg, president of Paramount Film Distributing Corp., called "The Robe" "terrific!"

The public, which paid from $1 to $2 for general admission, found it worthwhile. Nine out of ten persons asked at random how they enjoyed the picture as they left the Roxy, responded very favorably. On the cards which were just as laudatory, a few took exception. Many interviewed said they would like to see all pictures in the CinemaScope medium. Again, among those interviewed, a few took exception, claiming it may be difficult to get used to the new wide-screen. Many expressed pleasure at not being forced to wear glasses.

According to reports from the management, there were no complaints from patrons regarding the admission price, with some people commenting that they thought the price might be higher.

By 5:00 P.M. yesterday the Roxy rolled up a walloping $17,931.

Pickets of the American Federation of Musicians Local 802 continued to parade around the theatre. Although there were reports that State mediation efforts would be made to settle a labor dispute, the Roxy management reported that there were no conferences yesterday. The dispute centers around the employment of 26 musicians, with the union demanding that they be hired for one year despite the discontinuance of the Roxy's stage show policy during "The Robe" engagement.

Here is a run-down of local critics' quotes on the performance:

Rose Pelswick, "Journal-American": "Twentieth Century-Fox ushered in a new movie era last evening at the Roxy. . . . The stirring sweep of the spectacle, the dramatic impact of the story and the eye-filling lavishness of the backgrounds are immeasurably enhanced by the panoramic wide-view screen."

Calls It "Breath-Taking"

Kate Cameron, "Daily News": "After one sees 'The Robe,' any picture projected on a flat screen, no matter how gigantic, is going to seem dull. CinemaScope not only gives the screen an illusion of depth, but its panoramic effect is breath-taking."

Bosley Crowther, "The Times": "Twentieth Century-Fox removed the wrappings last night from its much-heralded CinemaScope production of 'The Robe' and revealed a historical drama less compelling than the process by which it is shown. . . . (It) proved in itself to be essentially a smashing display of spectacle. . . . But an unwavering force of personal drama is missed in the size and length of the show . . . the system seems fully flexible, and some exciting employments of it may be anticipated confidently."

Otis Guernsey, Jr., "Herald Tribune": "Probably the most tasteful treatment of New Testament material since Cecil B. DeMille's 'King of Kings.' Certainly (CinemaScope) seems to have a great future, especially in the use of grandiose spectacles."

Frank Quinn, "Daily Mirror": "With CinemaScope the audience enjoys the rare experience of becoming a vivid part of the spectacle, instead of a mere witness. 'The Robe' is a beautiful story of faith, one of the most vivid experiences ever filmed."

Archer Winsten, "The Post": "'The Robe' represents two separate innovations, each of which deserves an evaluation. Technically, it is bigger, better and wider than anything we have seen. Artistically, it is an historical spectacle picture successfully reduced to terms of the personal and individual."

Alton Cook, "World-Telegram": "Multiple advantages have been skillfully used in this opening venture. Insinuated is infinite promise for the future of the process."

Joins Reade TV Station

ASBURY PARK, N. J., Sept. 15.—Harold C. Burke, formerly vice-president and director of Hearst Radio, Inc., and manager of WBAL and WBAL-TV in Baltimore, has been named managing director of WRTV, the Walter Reade TV station here.

New Firm Files in Pa.

HARRISBURG, Pa., Sept. 16.—C. T. Enterprises, Inc., of Carnegie, has been incorporated to purchase, lease, own, or sell theatres, and dispose of real estate.

Name Balaban

(*Continued from page* 1)

man, James R. Grainger, Abel Green, William J. Heineman, John J. O'Connor, Robert O'Donnell, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell L. Sears, Spyros P. Skouras, Joseph Vogel and Albert Warner.

Cohn stated that "if anyone deserves to be honored as an outstanding pioneer in our industry that man is Barney Balaban. He started at the very beginning of our industry and made far-reaching contributions to its development. Today he is head of one of our great companies and is one of the leading statesmen in the councils of our industry."

Career Outlined

Balaban's career as a motion picture pioneer began 46 years ago in Chicago, where he and his brothers pooled their resources to operate the Kedzie Theatre, a nickelodeon, in 1907. During the next 15 years the Balabans, first alone, and then in association with Sam Katz, built a circuit of de luxe theatres, as the Balaban & Katz Corp. As a theatre operator, Balaban was noted for his daring and innovations. He constructed the first air-conditioned theatre (The Central Park, in Chicago, in 1917). He stressed the idea of lavish, de luxe theatre appointments, and stage presentations.

Balaban's identification with distribution dates from the early 30's when he became a member of a Paramount stockholders' protective committee. In 1936 when Paramount was shaking off the effects of the depression, Balaban was made a member of the board and shortly afterwards was elected president, "as a result of his constructive contributions in paving the way to recovery."

He is a member of the board of Yeshiva College, a member of the board of the Park Avenue Synagogue, a director of the Bill of Rights Commemorative Society, a trustee and member of the executive committee of the American Heritage Foundation, a member of the Industrial Institute of Israel, the United Service for Americans and the National Crusade Council.

In reviewing the highlights of Balaban's career, Cohn concluded with these remarks:

"Makes All of Us Proud"

"This success story makes all of us proud because in the industry, Barney has many friends and admirers. These friends will rejoice with us on Nov. 12, when the Pioneers honor this great man at our annual dinner at the Astor Hotel."

Five From U.A. During October

United Artists will release five pictures during October, it was announced by William J. Heineman, vice-president in charge of distribution.

The five are: "Man in Hiding," starring Paul Henreid, to be released Oct. 2; "The Steel Lady," an Edward Small production, Oct. 9; "Dragon's Gold," Oct. 16; "The Village," Lazar Wechsler production, Oct. 23, and "Crossed Swords," in Pathecolor, starring Errol Flynn and Gina Lollobrigida, to be released Oct. 30.

ASSIGNMENT:

The frequently expressed opinion, "I don't see how you can still further improve it," occurring in letters to the editor of Motion Picture & Television Almanac after the last edition went into circulation, reacted as though it were a challenge. It evolved into a self-assignment—an undertaking to make the Almanac still more useful and valuable to its subscribers everywhere.

The art of doing that without making the book cumbersome requires careful consideration of what to leave out *as well as* deciding what to add. In a progressive industry, types of data which previously were valuable can become seldom if ever used—while new types of information, alone, can be worth the price of the complete book.

FULFILLMENT:

The 1953-54 edition of Motion Picture and Television Almanac is now being distributed to its thousands of subscribers (the largest number of advance subscriptions in the 25-year history of the Almanac). We invite attention to not merely the fact that it contains more pages (mere size is no criterion of practical value) but to the *usefulness* of the expanded or additional services it provides.

The advantages of the 15 thumb-indexed sections are now even more pronounced. Not only can you find still *more* valuable information which is not readily available elsewhere, but you turn to it instantly—without bothersome hunting to locate the page you need.

We submit the 1953-54 edition of Motion Picture & Television Almanac as an up-to-date and thoroughly practicable national and international reference book for the industries it serves.

Suggestion:

For the third successive year the print order for the Almanac was larger than the previous years. That was because the edition of each of the previous years was a sell-out and many subsequent orders could not be filled. With advance orders for the 1953-54 edition at a new peak the indications are that the remaining quantity will not be sufficient. *If you have not yet ordered your copy, we suggest that you send your order now.*

The price of the 1953-54 Almanac is unchanged: $5 per copy, including packing and postage. Quigley Publications, 1270 Sixth Ave., New York 20, N. Y.

UHF-TV

(Continued from page 1)

problem facing UHF stations is "quality programming that will successfully compete with and existing television programing."

MacNamara said, "Current motion pictures, sports events and other entertainment, now unavailable over existing TV stations, would seem to be the logical source for quality programing. I would like to suggest two things that might make such programing available to your stations: telemeter-pay-as-you-see system, and co-operation with the local motion picture theatre operator."

The UHF station, said MacNamara, could sell time to the local theatre operator in order that he may run his picture over the pay-as-you-see system, the theatre operator retaining the balance after Telemeter charges and UHF station time charges have been paid; or

The UHF station might arrange for some kind of a percentage deal with the local theatre operator—the UHF station providing the time and the theatre operator the program on the basis of some equitable split of the revenue.

Matador Film for Frisco

SAN FRANCISCO, Sept. 17.—An untitled picture on the subject of bull fighting to be filmed here by Telenews Theatres, will be shown at the Telenews late in October.

Review

"Topeka"

(Allied Artists)

WILD BILL ELLIOTT and his support give their many Western screen followers all of the action they require, and then some, as Bill goes through the unusual process of emerging from banditry to a gone-straight, highly respected sheriff of the town of Topeka. It is furiously fast-paced at times, and although there are some holes in the tale there are none in the telling, thanks to Thomas Carr's capable direction. Vincent M. Fennelly produced and Milton M. Raison wrote the screenplay. Phyliss Coates is the feminine lead. Others in support are Rick Vallin, John James, Denver Pyle, Dick Crockett, Harry Lauter, Dale Van Sickel, Ted Mapes, Fuzzy Knight, Henry Rowland, Edward Clark and Stanford Jolley.

Wild Bill and his gang decide to have a respite from their successful series of bank robberies and when they arrive in Topeka they discover that the town is being run by Harry Lauter and his henchmen. The townspeople are caught in his protection racket and are too frightened to say so. Elliott sees a chance to take over so his boys proceed to "clean up" the town hoping eventually to get control of the racket. When Elliott is made sheriff, he sees how the people trust him so he and one of his men, Rick Vallin, decide to go straight. The others rebel, join Lauter's outfit and loot the town. Elliott and Vallin go into action and finally rid the place once and for all of the crooks.

Running time, 69 minutes. General audience classification.

B&K Dividend Set

CHICAGO, Sept. 17.—Balaban and Katz Corp., Chicago subsidiary of American Broadcasting - Paramount Theatres, Inc., has declared a quarterly dividend of $1 per share on the common stock, payable Sept. 30.

Jersey House Reopening

William Infald, operator of the Iselim Theatre in Iselim, N. J., will open the Franklin Theatre, Nutley, N. J., in October. The 1,200-seat house formerly was a Warner unit.

Start 3-D in U.K.

LONDON, Sept. 17.—Production is expected to start momentarily on "Million Dollar Diamond," the first 3-D film to be made in England. Steven Pallos will produce for United Artists release.

'Nero' OK for Adults

MEXICO CITY, Sept. 17.—An exhibition permit, but for adults only, of the Italian picture, "O.K., Nero," has been granted by Angel Carvajal, Secretary of the Interior.

Arbitration

(Continued from page 1)

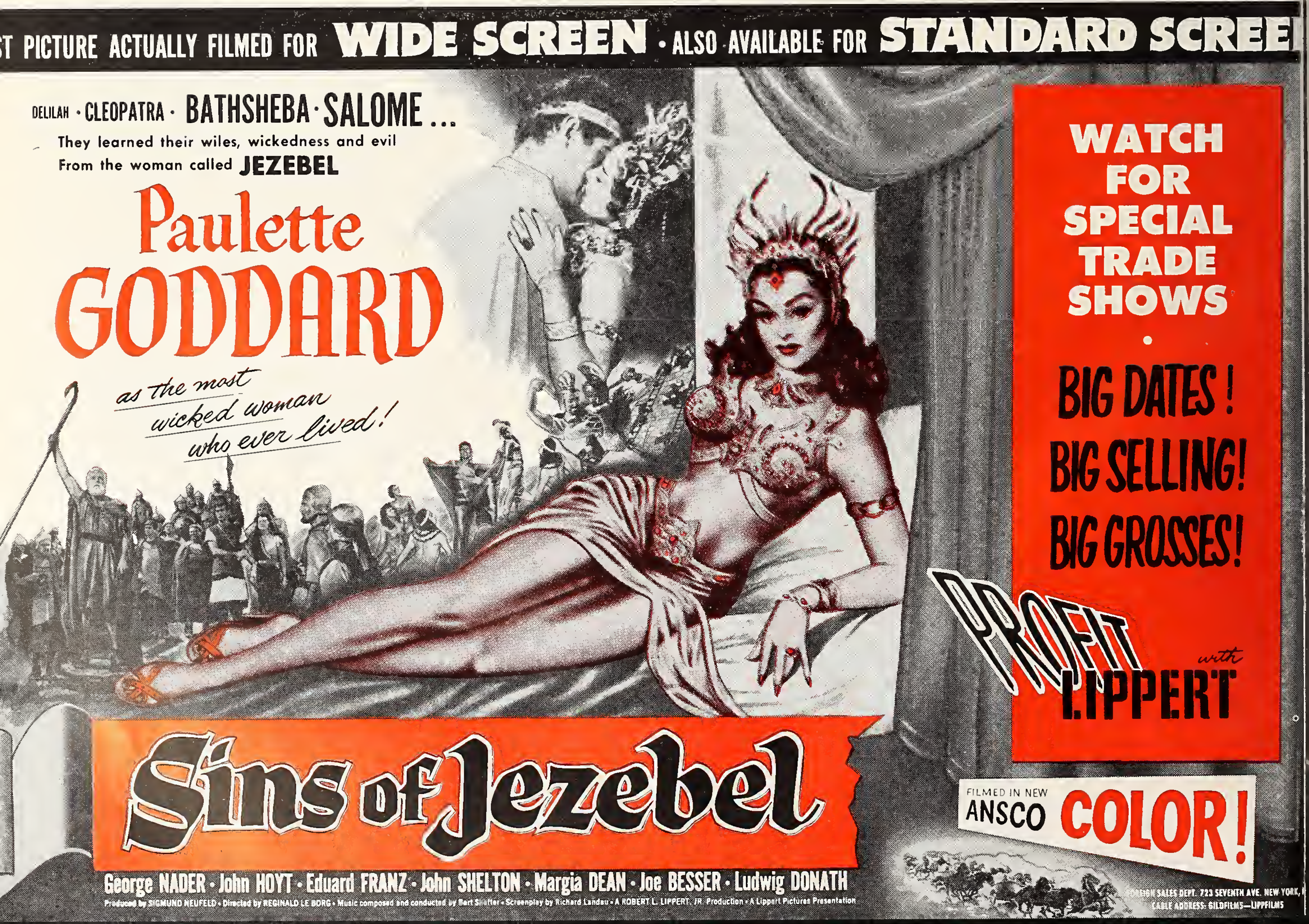
viving discussions looking toward the establishment of an industry arbitration system.

A meeting of leaders of five theatre owners association executives has been proposed for Monday night, but as of late yesterday it was not certain whether sufficient acceptances would be forthcoming to constitute a representative body. It is reported that originally the meeting was to have been held among leaders of the Theatre Owners of America and Allied States, then was expanded to include those of Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association and Western Theatre Owners.

Plans for the meeting reportedly have been under discussion for several weeks. Whether TOA or Allied initiated the proposal has not been revealed, spokesmen on both sides declining to comment on the so-called "secret session." The preliminaries have been kept so securely under wraps that alleged key figures in the move have professed ignorance of its existence.

Broidy in England

LONDON, Sept. 17.—Steve Broidy, president of Allied Artists, has arrived here by plane to join Harold Mirisch, vice-president, for conferences with Robert Clark, managing director of Associated British Pictures regarding joint production and distribution plans.


ST PICTURE ACTUALLY FILMED FOR WIDE SCREEN • ALSO AVAILABLE FOR STANDARD SCREE
DELILAH • CLEOPATRA • BATHSHEBA • SALOME ...
They learned their wiles, wickedness and evil
From the woman called JEZEBEL
Paulette GODDARD
as the most wicked woman who ever lived!
WATCH FOR SPECIAL TRADE SHOWS
BIG DATES!
BIG SELLING!
BIG GROSSES!
PROFIT with LIPPERT
Sins of Jezebel
FILMED IN NEW ANSCO COLOR!
George NADER • John HOYT • Eduard FRANZ • John SHELTON • Margia DEAN • Joe BESSER • Ludwig DONATH
Produced by SIGMUND NEUFELD • Directed by REGINALD LE BORG • Music composed and conducted by Bert Shefter • Screenplay by Richard Landau • A ROBERT L. LIPPERT, JR. Production • A Lippert Pictures Presentation
FOREIGN SALES DEPT. 723 SEVENTH AVE. NEW YORK,
CABLE ADDRESS: SILDFILMS—LIPPFILMS

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 57 NEW YORK, U.S.A., MONDAY, SEPTEMBER 21, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WITH 20th Century-Fox's first CinemaScope production, "The Robe," successfully launched at the Roxy Theatre here and accounting from the outset for the impressive gross records expected of it, it seems safe to predict the same type of business for this fine production and showmanly technique in the many cities in which it is to open in the next few weeks.

•

Public reaction to the picture and process, as ascertained by **"Motion Picture Daily"** reporters who interviewed Roxy Theatre patrons after last week's performances, was more enthusiastic even than that of the audience at the invitational world premiere last Thursday.

The comments of the paying customers leave no doubt that "The Robe" in CinemaScope will be talked about by the public for a long time to come, creating, as it inevitably does, a tremendous want-to-see among those who hear the new and novel discussed.

•

Abetting the vast word-of-mouth selling of the dual attractions which they themselves will engender, is the vast amount of favorable publicity already accorded them and to come. Early examples were the spotting of the laudatory review by Kate Cameron on one of the two lead news pages of the New York "Daily News," with the largest newspaper circulation in America, and with the editorial notation that the importance of the introduction of CinemaScope dictated the unusual treatment, and the New York "Herald Tribune" editorial of last Friday on the theme that "something new has been added to motion pictures."

•

Such favorable public attention, generated and lubricated by the impressively effective advertising and publicity campaign fashioned by the company's forces under the direction of vice-president Charles

(*Continued on page 2*)

'Lichtman Tribute' Bookings Soaring; Revenue Up 55%

For the third week, the "Al Lichtman Testimonial" brought in a new record, according to reports made at the weekend by 20th Century-Fox division managers who are leading the "grass roots" campaign being conducted by the company's 38 branches in the U.S. and Canada.

The third week of the testimonial, according to the division managers, produced a domestic seven-day revenue equal to 55.53 per cent higher than the weekly average for the 35 weeks immediately preceding the campaign. The weekly average for the first three weeks was 49.92 per cent above par for the 35-week period.

The weekly average so far in the campaign developed domestic revenue

(*Continued on page 3*)

Big Future for 3-D, Says Zukor, Leaving

HOLLYWOOD, Sept. 20.—Three-dimension is in its infancy, and scientists now at work will bring stereoscopy to a point of perfection we cannot yet even visualize, Adolph Zukor told the press at a going-away news conference at the studio. However, said Zukor, neither three-dimension nor any other process or method will totally dominate the film industry, since the "subject matter of each

(*Continued on page 3*)

COMPO Meetings Open Here Today

Members of the executive committee and the board of directors of the Council of Motion Picture Organizations, as well as other industry representatives, will open two days of sessions here this morning at the Hotel Astor. Continuation of the admission tax repeal campaign and the maintenance of, or a change in, the corporate setup of COMPO are high on the agenda. Approximately 300 persons have been invited to the opening session.

Republic to Meet Today

The first in a series of three two-day Republic sales meetings, to be held in New York, Chicago, and Los Angeles, will open here today at the New York Athletic Club, where company president Herbert J. Yates will address the group called into session by C. Bruce Newbery, director of sales. Yates will also address the Chicago and Los Angeles meetings, as will his executive assistant, William Martin Saal.

Metropolitan division sales manager James V. O'Gara and Eastern division

(*Continued on page 3*)

Lippert Sees Diminishing Market For 'Small' Films

By AL STEEN

Despite the fact that his company distributes the smaller budget and "in-between" pictures, the market for that type of product is diminishing, Robert Lippert, head of Lippert Productions, said here at the weekend. Lippert will release 24 pictures in the next seven months, but after they have been put on the market, the company may reduce its program numerically and concentrate on "bigger pictures," he said. Of the 24 pictures on the schedule, 22 have been completed.

Lippert, who last week concluded the last of four regional sales meetings, said that he had been informed by his managers and franchise holders in the field that exhibitors now are looking for the "big ones" and that the trend is now in that direction. There are certain types of theatres that still can get along on smaller pictures, Lippert said, but the situation is changing rapidly.

As a circuit operator as well as a

(*Continued on page 7*)

UA to Open Offices In Western Germany

Plans to establish United Artists distribution facilities in Western Germany were disclosed here at the weekend by Arnold M. Picker, vice-president in charge of foreign distribution.

Branches will be opened in Frankfurt, Berlin, Munich, Dusseldorf and Hamburg, under the supervision of Eric Pleskow, who has been appointed general manager. He was formerly special representative in that territory and the company's liaison with Constantin Films, which has been handling

(*Continued on page 7*)

Cites Figures To Show Tax Relief Need

Sindlinger Replies To Goldwyn's Statements

As of April 1, 5,347 theatres were operating completely at a loss, 7,029 were "in the red" on admission sales and in the black only because of concession income and 5,930 were operating profitably on admissions, carrying losing theatres in the case of multi-operations.

These figures were embraced in a letter sent by Albert E. Sindlinger, whose company documented the facts for the industry's tax repeal efforts, to Samuel Goldwyn in answer to the producer's recent remarks regarding "too many theatres" and President Eisenhower having been justified in vetoing the Mason Bill.

Sindlinger pointed out that as of July 1, of the 5,347 theatres totally in the red, 2,140 were in the greatest financial difficulty because while their grosses on admissions totalled $132,000,000, their admission tax payments amounted to $26,400,000 and their

(*Continued on page 7*)

RCA Ups Output to Meet Media Demand; RKO to Equip 60

CAMDEN, N. J., Sept. 20.—Demand for RCA's new four-track magnetic sound heads, new wide arc projector lamps, and stereophonic sound systems has necessitated a stepped-up production schedule and the establishment of a priority list for early shipment, it was reported here by Jack O'Brien, manager of the RCA theatre equipment section. The demand for

(*Continued on page 3*)

S-W Names Four to Cinerama Board

Four new members, designated by the Stanley Warner Corp., have been added to the board of directors of Cinerama, Inc., it was disclosed here at the weekend.

They are David Fogelson, secretary of Stanley Warner; Harry L. Kalmine, vice-president and general manager of Stanley Warner; Nathaniel Lapkin, vice-president of S-W, and

(*Continued on page 3*)

Personal Mention

JAMES MULVEY, president of Samuel Goldwyn Productions, will return to New York from the West Coast tomorrow and will go to Washington from here.

•

Charles Boasberg, RKO Radio general sales manager; Walter Branson, assistant general sales manager; Nat Levy, division sales manager, and Edward L. Walton, executive assistant to President J. R. Grainger, returned to New York from Chicago at the weekend.

•

Samuel Pinanski, president of American Theatres Corp., has been named to a newly-constituted committee of the John Hancock Mutual Life Insurance Co. vested with the authority to coordinate sales and service functions of the company.

•

Henry Koster, director of "The Robe," and Mrs. Koster left New York at the weekend for the West Coast.

•

E. R. Zorgniotti, I.F.E. Releasing Corp. executive vice-president, left New York by plane on Saturday for Rome.

•

Fred Waller, chairman of the board of Cinerama, will be a guest today on "The Margaret Arlen Program" over WCBS-TV.

•

Sid Kramer, RKO Radio short subjects sales manager, left here over the weekend for Detroit and Washington.

•

James S. Burkett, Color Corporation of America vice-president, has returned to New York from London, Paris and Rome.

•

J. R. Grainger, RKO Radio president, and Alfred Crown, foreign manager, left New York over the weekend by plane for London.

•

Arthur B. Krim, president of United Artists, left here over the weekend for Hollywood.

•

Joseph Burstyn will return to New York from Europe on Thursday.

WB Anne Francis in Denver for 'Lion'

DENVER, Sept. 20.—Anne Francis, who co-stars with James Cagney and Barbara Hale in "A Lion Is in the Streets," a William Cagney color in Technicolor production for Warner Brothers, will arrive here from Hollywood tomorrow for a three-day series of personal appearances heralding the picture's opening at the RKO Orpheum Theatre on Wednesday.

Miss Francis is scheduled for radio and television appearances in addition to interviews with local press representatives. Star will also make appearances on the stage of the RKO Orpheum between showings of the picture.

20th-Fox Is Congratulated By 'Tribune' for 'Robe'

Editorial tribute to "The Robe" and the CinemaScope process was paid by the "New York Herald Tribune" which at the weekend congratulated 20th Century-Fox "for an exciting contribution to the pleasure of the theatre-going public."

Meanwhile, excellent business was being chalked up at the Roxy as the first CinemaScope production went into its initial weekend at the Broadway showcase.

"Unforgettable Moments"

In its editorial, the "Tribune" said, in part: "The sponsors of CinemaScope have been fortunate in having for their first presentation a film so crowded with incident and action, so rich in color and spacious settings, as 'The Robe.' Quite spart from the excellence of the acting and the touching qualities of the story, the picture contains unforgettable moments. To hear and to see become in themselves exciting experiences, as in ordinary life they can be on an exceptionally clear day of spring or autumn. . . .

"There will surely be artistic experiments ahead, as there will be new technical processes to vie with those now on view. Meanwhile, the developers of CinemaScope deserve congratulations. . . ."

As the picture entered the weekend, pickets of the American Federation of Musicians, Local 802, were withdrawn Friday afternoon. In a joint statement the AFM and Roxy management said that "matters involved in the dispute have been amicably adjusted." Neither party would comment on terms of the settlement. Pickets were stationed outside the Roxy at "The Robe" opening following the discontinuance of the stage show policy and the consequent dismissal of musicians.

Chretien on Coast

Meanwhile, Professor Henri Chretien, inventor of CinemaScope's anamorphic lens, arrived with his family in Los Angeles over the weekend to participate in activities launching "The Robe" in Los Angeles on Thursday at the Chinese Theatre.

See Oct. 15 Color TV Show for FCC

WASHINGTON, Sept. 20.—The first demonstration of the new compatible color television system proposed for adoption by the Federal Communications Commission will probably be held on Oct. 15.

That date was set at a meeting held here at the week-end with FCC staffers and representatives of the National Television System Committee, which developed the proposed system. The commission must approve the arrangements, however.

No Site Selected

No definite place was selected, although it was agreed to hold the demonstration somewhere on Long Island, starting off shortly before noon with a studio program from WNBT, NBC's New York television station. This would be followed by a closed circuit demonstration of the color signals back and forth between New York and Washington, a 20-minute outdoor remote pick-up program and a series of specially made slides. The demonstration would include both VHF and UHF reception, with parts of the program visible on existing black-and-white television sets.

Altec Prepares Sound Brochure

The publication of a specially prepared brochure entitled, "Stereophonic Sound and Altec," was disclosed at the weekend by H. M. Bessey, executive vice-president, and L. D. Netter, Jr., general sales manager.

Designed specifically for industry reading, it presents in 16 pages of text and illustrations the story of stereophonic sound from its early experimental stage to its present acceptance by the industry.

Sperling Expanding His Program for WB

HOLLYWOOD, Sept. 20.—In marked contrast to the trend in some industry sectors toward cutting back on production, Milton Sperling is swinging his United States Pictures production schedule into high gear with the slating of additions to an already ambitious schedule.

The producer has added "The Hoodlum," Phil Yordan's original gangster drama, to his independent production line-up for Warner release. This will follow "Dream Street," based on a novel by Robert Sylvester, which in turn will follow "The Men from Earth." The latter is an original by Yordan who is now screenplaying it.

Preparing Marquand Work

Sperling is also preparing "The Trail Blazer," which he acquired from Martin Rackin. Still another new acquisition is "Melville Goodwin, U.S.A.," by John P. Marquand.

Sperling's newest production for Warner, "Blowing Wild," starring Gary Cooper and Barbara Stanwyck, is set for early release. It was directed by Hugo Fregonese.

Johnston on Film Forum

Eric Johnston, president of the Motion Picture Association of America, will debate with John Lee Coulter the subject "Should American Tariffs Be Lowered?" as the October topic of the American Film Forum.

Doob in Richmond

With the world premiere of M-G-M's "Torch Song" set for Oct. 1 in Richmond, Oscar Doob is spending today and tomorrow in the Virginia capital assisting in planning the opening.

Tradewise . . .

(Continued from page 1)

Einfeld, is bound to be contagious. The chain reaction set off here will be accelerated as the attraction is presented in other major cities. The mounting interest inevitably will hold the attention of the public after the first CinemaScope production has been seen, winning new and re-winning other motion picture patronage.

In this way, 20th Century-Fox's "The Robe" will enrich not only itself but the ever-brightening future of the motion picture as well.

6 Situations for 3-D 'Kate' Test

M-G-M will test "Kiss Me Kate," its first musical in both 3-D and conventional versions with stereophonic sound, in six situations starting Oct. 15.

Five of the six towns are Loew's situations. Three theatres, two of which are controlled by Loew's, will test the color musical with the 3-D process, and another three theatres in different towns, all Loew's situations, will test the film with the standard process. A Loew's theatre in Columbus, either the Ohio or the Broad, on Oct. 15 will open "Kiss Me Kate" in 3-D with stereophonic sound, as well as the Victory in Evansville, Ind. In Dallas, Interstate's Majestic Theatre will open the picture with the same 3-D, stereophonic sound on either Oct. 22 or 23.

Rochester Bow Oct. 15

The standard version of "Kiss Me Kate" with stereophonic sound is scheduled for opening Oct. 15 in Loew's theatres in Rochester and Houston, and on Oct. 17 in Dayton, Ohio.

Howard Dietz, vice-president and director of publicity—advertising, will continue heavy campaigns in all six situations in order to get the best possible reaction to both the 3-D and the standard size versions.

Mrs. Brice Clagett

Mrs. Brice Clagett, step-mother of Manning Clagett, Motion Picture Association of America associate director of public relations and information, died Friday of injuries sustained in a street car accident in Washington. Death occurred at Casualty Hospital in that city. Funeral services were held on Saturday at Christ Episcopal Church, Georgetown.

W. R. Riddle Dead

OMAHA, Sept. 20.—W. Robert Riddle, industry veteran who served for many years as salesman and office manager for Warner Brothers, United Artists and RKO Radio in Omaha, Kansas City and Denver, died here following a heart attack.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Zukor

(*Continued from page* 1)

production should determine the process to be used in its manufacture, and in my opinion the time will come, and soon, when each exhibitor will be equipped with all types of lenses and screens, so he can use whichever one is indicated from program to program."

The founder of Paramount reminded the press men that he had predicted an upturn in business when he was here last May and that events had proved his prediction valid. On that basis, he forecast continuing improvement, and said he will tell European exhibitors, during his eight-week stay abroad, that they have "nothing to fear" from our venturings into various dimensionalisms.

The most important immediate advancement in 3-D, Zukor said, will be the single-strip 3-D now being perfected jointly by the Polaroid and Technicolor laboratories, with Eastman standing by ready to manufacture the necessary special type of film when the process is ready for use "within six months."

S-W Names Four

(*Continued from page* 1)

W. Stewart McDonald, S-W vice-president and treasurer of Stanley Warner.

These new members will replace the four directors previously designated by Cinerama Productions Corp., who resigned. Remaining members of the present board of Cinerama, Inc. are Fred Waller, Chairman; Hazard E. Reeves, president, and Edward V. Otis, vice-president of Gearhart and Otis, Inc.

A S-W subsidiary, Stanley Warner Cinerama Corp. last month became the licensee of Cinerama, Inc., replacing Cinerama Productions Corp., the former licensee. The subsidiary also acquired from Cinerama Productions about 700,000 shares of stock in Cinerama, Inc.

In a letter to stockholders, announcing the new members of the board, Reeves stated that the Stanley Warner companies were "proceeding actively with plans for further expansion and exploitation of the Cinerama process," with "This Is Cinerama" scheduled to open in Philadelphia on Oct. 5 and in Washington on Nov. 5, and additional theatres, not only in the U.S. but in the principal capitals of Europe, being surveyed for conversion to Cinerama exhibition. Twenty new sets of exhibition equipment, Reeves added, have been ordered by Stanley Warner and can be delivered by Cinerama, Inc. at the rate of three sets a month.

Now Playing in 4 Cities

"This Is Cinerama," initial film in the medium, is currently playing in Hollywood, Chicago, Detroit and New York. In the year since it opened, Cinerama has been seen by more than 2,200,000 and grossed more than $4,300,000, it was stated.

Within the next few months, Reeves stated in his letter, not only will the number of theatres equipped to exhibit Cinerama be considerably increased but a new Cinerama production will soon be underway. Under the terms of the contract with Cinerama, Inc., the Stanley Warner subsidiary is committed to completing the next feature-length Cinerama production by mid-August of 1954.

Review

"Marry Me Again"

(RKO Radio)

WEBSTER defines 'zany' as a clown or buffoon. In modern lingo, the word has come to mean "screwball" and you can write your own definition of that word. "Marry Me Again" fits the meaning of both words and, although the "zaniness" or "screwballishness" of the situations at times become a little too broad, a sneak preview audience responded favorably.

All of the tricks that Mack Sennett used to depend upon for laughs in his Keystone comedy days have been corralled in this picture, even to the surefire chase routine in which an automobile goes in the back door of a barn and comes out the front with a goat in the front seat.

The names of Marie Wilson and Robert Cummings should have pulling power. They make an acceptable comedy duo. with Miss Wilson playing a role similar to her characterization in the "My Friend Irma" series in radio and television—the unpredictable blonde.

The story by producer Alex Gottlieb and screenplay by Frank Tashlin, who also directed, was concocted to fit the personalities of the principals. It tells of Cummings, a jet-fighter pilot, recalled to active duty in Korea just as he and Miss Wilson are about to be married. While Cummings is fighting in Korea, Miss Wilson inherits a million dollars from a spinster aunt. This creates a problem as Cummings has boasted that as soon as he and Miss Wilson are married, she will not continue her secretarial job but must live on his $65 a week as a service station attendant. Thus, a large portion of the footage deals with her efforts to keep Cummings from learning about the inheritance after he returns from war. All ends happily when Miss Wilson disposes of her money in a low-cost housing project.

There is hardly a sane line or a serious sequence in the entire picture. While most of the material registers with the desired results, there are a few episodes which appear to be more silly than funny. However, for those fans who like whacky humor in large doses, this should fill the bill.

Others in the cast are Ray Walker, Mary Costa, Jess Barker, Lloyd Corrigan, Jane Vincent, Richard Gaines, Moroni Olsen, Frank Cady, Joanne Arnold and Bob Thomas.

Running time, 72 minutes. General audience classification. For October release.

AL STEEN

RCA Ups Output

(*Continued from page* 1)

wide-screens has also been heavy, it was stated.

Meanwhile, it was disclosed that RKO Theatres will install RCA stereophonic sound systems in 60 of the circuit's theatres. The installations are to be made before the end of the year. The change-over will include "button-on" soundheads for multiple track magnetic stereophonic sound reproduction for each theatre projector, and a complete new theatre sound layout.

Installations Listed

RCA reports theatres scheduled for early installation of RCA equipment include the following:

Oriental and Montclair theatres, Chicago; Liberty, McKeysport, Pa.; Victoria, Wheeling, W. Va.; Rialto, Wilmington; Fulton, Pittsburgh; Oxford, Oxford, Mich.; Palace, Akron; State, Sandusky, O.; Riverside, Milwaukee; Regent, Springfield, O.; Hunt's, Wildwood, N. J.; Palace, Albany, N. Y.; Proctor's, Troy, N. Y.; Proctor's, Schenectady, N. Y.

Gable, North Judson, Ind.; Granada, Lawrence, Kans.; Paramount, Baton Rouge, La.; Rialto Varsity and Beverley, Peoria, Ill.; Senate, Springfield, Ill.; Lincoln, Lincoln, Ill.; Capitol, Canton, Ill.; Miller, Augusta, Ga.; Paula, Homer, La.; Capitol, Macon, Ga.; Hippodrome, Cleveland; Post, Spokane, Wash.; State, Omaha; Fox, Greeneville, S. C.; Cook, Walterboro, N. C.; Sunset, Asheboro, N. C.; Palace, Dallas; Worth, Fort Worth; Majestic, San Antonio, Tex.; Metropolitan, Houston; State, Lubbock, Tex.

Nyssa, Nyssa, Ore.; Midway, Rockford, Ill.; States Lake, Chicago; Granada, South Bend; Madison, Peoria; Rialto, Joliet, Ill.; Embassy, Reading; State, Harrisburg, Pa.; Norva, Norfolk; Miami, Carib, Town and Lincoln theatres, Miami; Miracle, Coral Gables, Fla., and the Gateway, Fort Lauderdale, Fla.

'Lichtman Tribute'

(*Continued from page* 1)

that is 24.06 per cent higher than that of the company's weekly average U.S. and Canadian business record achieved during the company's all-time third quarter of 1951.

Division managers Herman Wobber, Harry G. Ballance, Moe A. Levy, Martin Moskowitz, Glenn Norris, Tom O. McCleaster and Peter Myers also reported that more theatres in the U.S. and Canada showed 20th Century-Fox features last week than during the prior seven days, which produced an all-time record for a holiday week's revenue and screen representation.

Honor Noel, Oatis At 'Boy' Premiere

Frank Noel, Associated Press photographer, recently repatriated after a long stay in a North Korean prison camp, in addition to William N. Oatis, Associated Press correspondent who spent two years in a Czech Red prison, will be an honored guest at the premiere of Bing Crosby's "Little Boy Lost" at the Rivoli Theatre here tonight.

Under the sponsorship of the Overseas Press Club of America, all proceeds will go to the organization's Memorial Press Center Fund, to open permanent headquarters in memory of the 60 American war correspondents who died during World War II and in Korea. Both Noel and Oatis will be given awards by the Press Club.

In addition to Oatis and Noel, personalities associated with Crosby's career will dramatize a cavalcade of highlights from Crosby's life in a half-hour telecast on WABC-TV emanating from the Rivoli lobby. Among those who will be seen on the program will be Paul Whiteman, song writers Johnny Burke and Jimmy Van Heusen, Nicole Maurey, Eddie Fisher, Georgia Gibbs and Perry Como.

Republic

(*Continued from page* 1)

sales manager John P. Curtin will head a contingent of branch managers which will include George H. Kirby, Cincinnati; Bernard Brager, Indianapolis; William Murphy, New York; Norman Silverman, Philadelphia; I. T. Sweeney, Pittsburgh; Jake Flax, Washington; Arthur Newman, Albany; Herbert Schaefer, Boston; Leon Herman, Buffalo; I. H. Pollard, Cleveland; Sam Seplowin, Detroit; Jules Livingston, New Haven.

Executives attending the New York meeting will be Neil Agnew, special assistant to the president; Midwestern division sales manager Paul Webster, Southern division sales manager Walter L. Titus, Jr.; Richard G. Yates, assistant sales director; John Petrauskas, treasurer; Douglas Yates, Republic International vice-president; Steve Edwards, director of advertising and publicity; Albert Schiller, branch operations head; Jack Alexander, contract department head.

Second Session in Chicago

The second session will be held Thursday and Friday at the Blackstone Hotel in Chicago, where Midwestern division sales manager Paul Webster and Southern division sales manager Walter L. Titus, Jr. will head a group of branch managers which includes: Herbert A. Kaufman, Chicago; Ken Welden, Des Moines; R. F. Withers, Kansas City; Jack G. Frackman, Milwaukee; J. E. Loeffler, Minneapolis; Harry Lefholtz, Omaha; Nat E. Steinberg, St. Louis; E. H. Brauer, Atlanta, J. H. Dillon, Charlotte; John J. Houlihan, Dallas; Nat Wyse, Memphis; Leo V. Seicshnaydre, New Orleans; David Hunt, Oklahoma City, and Harold Laird, Tampa. Richard G. Yates and Jack Alexander will also attend the Chicago meeting.

In Hollywood Sept. 29-30

The third and final sales meeting will be held on Sept. 29 and 30, at the company's Hollywood studios, where Francis Bateman, Western division sales manager, will head a group of branch managers which will include: Paul McElhinney, Seattle; Thomas McMahon, Salt Lake City; George Mitchell, San Francisco; Gene Gerbase, Denver; Jack C. Partin, Portland; Jack Dowd, Los Angeles.

Independents Move To Assure New Films

MINNEAPOLIS, Sept. 20.—Independent owners of suburban Minneapolis theatres have planned an appeal to the Minnesota Amusement Co. to utilize first-run product in its secondary downtown houses to avoid a shortage of new pictures in the subsequent runs late in October and early November.

The decision to consult with MACO was taken at a meeting of independent theatre owners Friday when it became apparent that indefinite runs for 20th-Fox's CinemaScope "The Robe" at MACO's Radio City and Columbia's "From Here to Eternity" at the RKO Orpheum would all but dry up the source of new top product.

Benjamin Berger, president of North Central Allied, who presided at the meeting, appointed William Volk, operator of the Terrace Theatre, located in suburban Robbinsdale, and Stanley Kane, NCA executive counsel, to consult with MACO officials.

An Important Statement

from

20th Century-Fox

regarding the

MIRACLE MIRROR

and

MAGNIGLOW ASTROLITE SCREENS

for

CINEMASCOPE

* * *

It is now an established fact that the superior, all-purpose Miracle Mirror and Magniglow Astrolite screens are as vital to the proper projection of CinemaScope pictures as are the CinemaScope Anamorphic Lens and the CinemaScope Magnetic Stereophonic Sound System. This combination makes the show -- it is all-important for the fullest enjoyment of CinemaScope.

As we announced a short time ago, due to the limited production facilities of the Miracle Mirror Screen, CinemaScope Products, Inc., last April contracted with the Radiant Manufacturing Corporation of Chicago for the Magniglow Astrolite Screen. This was done in order to augment the supply and satisfy the enormous demand for screens which meet the supremely high quality standards of CinemaScope.

After extensive study and planning, Radiant has completed re-tooling and installation of the most modern machinery to enable them to turn out the Magniglow Astrolite Screen on a mass production basis. As a result, the two factories, Miracle Mirror and Magniglow Astrolite, are now producing perfect screens for CinemaScope projection in quantity to meet the demand.

Now that these two companies are set up for mass production, they are able to produce stock sizes for theatres of any size or shape which require screens up to 50 feet in width and generally having up to 2,500 seats.

The following stock sizes in Miracle Mirror and Magniglow Astrolite Screens all are available through the dealer of your choice:

GENERALLY APPLICABLE TO THEATRES SEATING UP TO 1000:

Miracle Mirror

Size 1 . . .	21′-2″ x 10′-7″
Size 1a . .	21′-2″ x 12′-9″
Size 2 . . .	25′-4″ x 12′-8″
Size 2a . .	25′-4″ x 15′-3″
Size 3 . . .	29′-6″ x 14′-9″
Size 3a . .	29′-6″ x 17′-9″
Size 4 . . .	33′-8″ x 16′-10″
Size 4a . .	33′-8″ x 20′-4″

Magniglow Astrolite

Size 1 . . .	18′-10″ x 11′-4″
Size 1a . .	22′-8″ x 11′-4″
Size 2 . . .	22′ x 13′-3″
Size 2a . .	26′-6″ x 13′-3″
Size 3 . . .	25′-4″ x 15′-3″
Size 3a . .	30′-6″ x 15′-3″
Size 4 . . .	28′-7″ x 17′-2″
Size 4a . .	34′-4″ x 17′-2″
Size 4b . .	31′-10″ x 19′-2″

GENERALLY APPLICABLE TO THEATRES SEATING FROM 1000 TO 2500:

Miracle Mirror

Size 5 . . .	37′-10″ x 18′-11″
Size 5a . .	37′-10″ x 22′-9″
Size 6 . . .	42′ x 21′
Size 6a . .	42′ x 25′-4″
Size 7 . . .	46′-2″ x 23′-1″
Size 7a . .	46′-2″ x 27′-10″
Size 8 . . .	50′-4″ x 25′-2″
Size 8a . .	50′-4″ x 30′-4″

Magniglow Astrolite

Size 5 . . .	38′-4″ x 19′-2″
Size 5a . .	35′ x 21′-1″
Size 6 . . .	42′ x 21′-1″
Size 6a . .	41′-6″ x 25′
Size 7 . . .	46′-2″ x 23′-1″
Size 7a . .	44′-10″ x 27′
Size 8 . . .	50′ x 25′
Size 8a . .	50′ x 28′-11″

These stock sizes have been designed to give the exhibitor a wide choice of screen sizes to enable him to show pictures in any aspect ratio.

Because of the production volume achieved, and the virtual elimination of waste due to standardization of these sizes, effective immediately the price of these stock-size Miracle Mirror and Magniglow Astrolite Screens is $2.10 per square foot.

The price of screens for theatres using widths in excess of 50 feet remains at $3 per square foot. This higher price is necessitated by additional labor costs resulting from custom construction, special design, individual handling off the production line and outsize packaging. Both the stock-size and custom screens are made of the same material.

Al Lichtman, 20th Century-Fox

Cleveland Trend to Panoramic Screens Outstripping 3-D

CLEVELAND, Sept. 20.—While the number of 3-D installations has slowed down, the number of panoramic screen installations is growing hereabouts by leaps and bounds. Ben L. Ogron, head of Ohio Theatre Supply Co., having completed large panoramic screen installations in the Mayland and Lake theatres, has contracts to install similar equipment in seven Modern Theatres houses, namely the Ezella, Madison, Lorain-Fulton in Cleveland; the Medina at Medina; Parma, Parma; Galion, Galion, and Beach Cliffs, Rocky River. Also in Paul Gusdanovic's Avalon, Regent and LaSalle Theatres, Cleveland.

RKO Dismissal Move To Be Heard Thurs.

Arguments on RKO Picture's motion to dismiss or abate the minority stockholders suit seeking the appointment of a receiver has been delayed until Thursday in New York Supreme Court. Previously, the hearing was set for last Friday.

In its motion to dismiss or abate, RKO contended that a similar prior action is now pending in Nevada courts, referring to the earlier suit for damages filed by minority stockholders Eli B. Castleman and his wife, Marion V., of Detroit, and Louis Feuerman of this city.

On Friday, RKO withdrew its application for security costs against minority stockholders Louis Schiff and Jacob Sacks, the plaintiffs in the present suit. The move was seen as an effort by RKO to expedite the hearing on the receivership application.

'Teen Age Menace' Hearing Wednesday

ALBANY, N. Y., Sept. 20.—Broadway Angels, Inc., producers of "Teen Age Menace," will present arguments on Wednesday before the Appellate Division, seeking a review of the Regents' ruling that the film, which relates the story of narcotics addiction among youngsters, cannot be licensed because it would "incite to crime" and "tend to corrupt morals."

The case was referred to the high court by stipulation on May 15, between Philip F. Barbanell, attorney for the petitioner, and Dr. Charles A. Brind, Jr., counsel for the Board of Regents and the State Education Commissioner. Broadway Angels seeks an order reversing the Regents, which upheld a ruling by Dr. Hugh M. Flick, director of the motion picture division of the State Education Department.

placement specialists
robert
motion pictures ☆ ☆
goldfarb
tv — radio — theatres
agency
1650 b'way • pl 7-8050

Television--Radio

with Pinky Herman

THE "KATE SMITH SHOW" begins its fourth year as an NBTopper today (3:00-4:00 P.M.). This also marks the 21st year of Maestro Jack Miller's association with La Smith and Ted Collins, a decade in which this trio earned the respect, gratitude and admiration of Tin Pan Alley. . . . Jim Daly, new star of the "Foreign Intrigue" telefilm, in his first letter from Paris signed off with "L'amour toujours and manger le fenetre." (Aw come off, Jim, and eat the window yourself.) . . . Hard-worker Robert Q. Lewis turned in another job well done—this time for the United Cerebral Palsy fund, traveling to Jacksonville, Florida, where he emceed a 24-hour telethon. . . . Ken Parker, producer, writer-actor, whose TVehicle, "A Cup of Tea," won the Johns Hopkins TV Award, is the author of a new volume, "Parker's Television Plays," which contains eight new TV plays, published by Northwestern Press of Minneapolis.

☆ ☆ ☆

Harry Wismer

Last week a foursome composed of General Omar Bradley, Harry Wismer, Nat Brandwynne and Dizzy Dean headed for the first tee and Harry, who was teamed with the General, drew the former pitching star aside and softly asked about the stakes. "A hundred bucks a man," answered D.D. "Well," welled Wismer, "the General, you know, has just taken on a new assignment with Bulova Watch Co. and perhaps may not care—" "Okay, okay," interrupted Dean, "maybe you're right. Let's play for a couple of watches." . . . Jack Lescoulie, featured on "Today" and the "Jackie Gleason Show," was obliged to turn down two fine offers to "host" his own program due to conflict in time. N.Y.'s #1 baseball fan, Toots Shor, will be interviewed by Jack on "Today" during the World Series. . . . If the Tom Ewell Jewel, "The Seven Year Itch," continues as a B.O. boffo in November, Tom's television series under his exclusive NBContract, will be on film. . . . Popular Mort Sackett, prexy of Commonwealth Film & Television, Inc., deluged with telegrams on his 35th year in the motion picture industry and fifth in TV. . . . William A. J. (Bill) Lauten, formerly business publicity manager for NBC, has joined Hugh Benson's public relations staff at Roy Durstine Agency. . . . Paul Denis, home from Hollywood, where he gathered enough material for 18 articles, slated to appear in TV World and TV People, respectively.

☆ ☆ ☆

When "Time of the Cuckoo" opened Labor Day in L.A. Ben Cooper, young Republic pix star, was so thrilled with the show, and particularly with Janet DeGore's make believing as the "young wife," that he tossed a party and actually BAKED A CAKE in Janet's honor. . . . The 26 fifteen-minute WABDramas produced by Bob Tobias for Telescene Productions, which bowed last week, were written by Academy winner Malvin Wald. . . . Maggi McNellis, ABCharmer, whose daily chit chat is heard (2:00-2:30 P.M.) via WABC, added another daily chore to her busy schedule Monday when she started another series (1:30-2:00 P.M.), TVia the same network. . . . After two years as musical comedy star in Tel-Aviv, thrush Sue Coleman appeared on Arthur Godfrey's CBShow and already two recording companies are bidding for her talents.

☆ ☆ ☆

Walt Framer's latest brainstorm, "Make a Million," will bow into the quiz sweepstakes via DuMont. . . . Art Baker is one emcee who admits working for peanuts (butter) and loves it. Incidentally, Art's (for art's sake) video series, "You Asked for It," has hit a Nielsensational 20. . . . Sid Caesar rates a low bow for his thoughtful gesture. Each week, before curtain, his floral bouquet is delivered by a local florist to the program's femme guest artist and also to Imogene Coca. . . . Although the DuMont camera crew that accompanied director Harry Coyle to Milwaukee to televise the important Dodgers-Milwaukee games, had never before worked a ball game, they did everything "according to Coyle" and turned in a remarkably fine job. . . . 20 years ago Ed Thorgersen was fired as "Lucky Strike" radio announcer because he offered the late Geo. Washington Hill a smoke—a CAMEL cigaret. Flash—Ed Thorgersen has just been signed to make the Lucky Strike telefilm commercials.

Pay-As-You-See TV Will Start Oct. 31 In Palm Springs

HOLLYWOOD, Sept. 20. — The night of Oct. 31 in Palm Springs, 100 miles south of here, will see the start of pay-as-you-see home television whereby the same films playing in the town's theatres will be available on residential TV sets in 400 homes of the community. These homes have been wired to receive the closed-circuit telecasts by International Telemeter Corp.

Cooperating in the venture are Paramount Pictures, which owns a 60 percent interest in Telemeter, and the Earle C. Strebe theatre circuit, operator of two theatres in Palm Springs which will play pictures also to be available on the home sets. Telemeter expects to have 1,000 homes equipped with the coin-in-the-slot device by the first of the year. Prices to be charged have not yet been determined.

Telemeter also plans to schedule sporting events on the same pay-as-you-see basis.

Schary Is in El Paso For 'Ground' Opening

EL PASO, Texas, Sept. 20. — M-G-M executives and stars will arrive here tomorrow for the world premiere of "Take the High Ground!" which will be preceded by a long list of activities to herald the event. Dore Schary, studio head, will come from Hollywood with Richard Widmark, Russ Tamblyn, George Murphy and Howard Strickling. Elaine Stewart, who appears opposite Richard Widmark in the picture, is flying from Chicago and will make all of the five Texas openings to wind up her six-week personal appearance tour in connection with the film. Dan S. Terrell, publicity director in New York, also is due in by plane. He likewise will attend the five openings with the star-executive group.

Great States Sells Theatre to Banker

CHICAGO, Sept. 20.—Great States Theatres, a subsidiary of American Broadcasting - Paramount Theatres, Inc., has sold the 1,100-seat Majestic Theatre, Bloomington, Ill., to Grover C. Helm, president of the first National Bank of Bloomington. The Majestic had been closed and Great States operates another theatre in Bloomington, the Irvin.

Wilde Joins Nola

Peter Wilde, producer of films for industry and television, has joined Nola Recording Studios, Inc., as executive producer in the recently-organized Nola Studios film division. The first assignment given him by Vincent J. Nola, president of the organization, is a series of films for the U. S. Marine Corps.

U.S. Bow of 'Time' Set

The American premiere of "Time Gentlemen Please," the newest comedy of Group 3, Ltd., London, will be held at the Trans-Lux 72nd Street Theatre here on Wednesday. The picture stars Eddie Byrne, of Dublin's Abbey Theatre, with Raymond Lovell, Hermione Baddeley and Dora Bryan.

Lippert

(*Continued from page 1*)

producer, Lippert said that the flow of good product from all companies is ample proof that television need not be a competitive force or a threat. He pointed to Eureka and Fresno, Cal., and Medford, Ore., in which television is new, as examples of his contention. In the past, he said, theatre business dropped off in a city where TV made its debut. However, the opening of television in the three towns mentioned occurred simultaneously with the release of strong product, with the result that revenue "has not been off one dollar" in those areas.

Of the 24 pictures on his release schedule, "Sins of Jezebel" is the only one in the higher budget bracket. This picture is getting the attention of top circuits, he said. It was produced in an aspect ratio of 2 to 1 and in Ansco color. All of his other future product, Lippert said, will be made for wide-screen presentation, ranging from 1.85 to 1 to 1.65 to 1.

Lippert left yesterday for Europe and England on several projects. One of them is to probe the possibilities of producing "Dorothy and the Wizard of Oz" in a joint deal with a German company. "Dorothy and the Wizard of Oz" was written by L. Frank Baum subsequent to the publication of his "The Wizard of Oz." Lippert acquired the rights from the Baum estate and, in order not to conflict with the M-G-M property, "The Wizard of Oz," he may change the title to "Dorothy and the Land of Oz." He plans to start production in the spring, using Ansco color. While he will produce the film, his company may not handle its distribution.

In England, Lippert expects to set up from eight to 10 co-production deals with various British producers.

Acquires Danish Film

Lippert revealed that he had acquired United States distribution rights to "We Want a Child," a Danish-made picture which is owned by Sol Lesser. This picture, Lippert said, is one of the biggest grossing pictures now in release in Europe. It has been dubbed into English, he said.

A 3-D short subject, "A Day in the Country," for which only red-and-green glasses and no special equipment are required, grossed $105,000 in 23 weeks without any bookings on a major circuit. Lippert has been selling, also, the 3-D short in a package with "The Tall Texan" and "I'll Get You," which has played 10,000 accounts, he said, grossing around $750,000.

Cites Figures for Tax Relief

(*Continued from page 1*)

losses after absorbing concession income totalled $14,500,000. About 63 per cent of these most distressed theatres, Sindlinger stated, are city subsequent-runs, the remainder being small town first-runs. More than 500 of the latter group are located in single-theatre communities, he added.

Compares Increases

Continuing, Sindlinger wrote: "You know what has happened to operating costs since 1940, Sam, but the saddle of the tax has prohibited these theatres from raising admission prices to meet inflated costs. They have only been able to increase prices by five per cent —they can't get away with any more of an increase. Incidentally, as of the end of 1952, all theatres throughout the country had only increased prices by 10.5 per cent; costs had risen 24 per cent. Would you say that the absorption of the amount paid in admission taxes by these theatres is a factor in their survival?

"And, Sam, when you consider that these 2,140 theatres are paying annual film rental of $48,000,000—13 per cent of all U.S. film rental—you can hardly call them unimportant, can you?"

Sindlinger asserted that whether film-making is a business or an "art," how can it be good for the artist (who charges people to see his pictures) to have 13 per cent of his potential income eliminated?

During July and August, the two best film-going months of the year, Sindlinger wrote, more than 300 of these 2,140 theatres closed, of which 53 were in single-theatre communities.

Goldwyn had been quoted in newspapers as saying that there were too many theatres and that the industry tries to make pictures for too many theatres. In reply, Sindlinger told Goldwyn that through the analysis of actual box-office receipts, it was found that when a theatre closes in a multi-theatre community, generally no more than 20 per cent of its former business is picked up by remaining theatres and that 80 per cent of its business "just seems to vanish."

Cites "Case History"

Taking a case history was said to be typical of an individual in a section in which now there are no theatres but which had one or more a few years ago, Sindlinger gave the following data: In 1948, the individual spent $28.75 going to his neighborhood theatre, having no TV set at the time; 1949, he spent $2.25 at the theatre, having purchased a TV set; 1950, spent $8.10 at the theatre; 1951, spent $22.50 at the theatre; 1952, spent $2.80 at theatres outside the area because the neighborhood house had closed, and in 1953, to date, he spent $2.90.

Sindlinger told Goldwyn that his statements may have been made only to encourage an industry upbeat. However, he contended that Goldwyn's statements "damagingly confirm arguments and actions of certain government executives who found it expedient to ignore industry facts in connection with granting tax relief."

In the Mail

To the Editor of Motion Picture Daily:

One of the boys in RKO Radio Pictures, Inc., has sent to me a copy of your paper of September 8, 1953, with your editorial regarding the work done at RKO by Jimmie Grainger. He has really done a remarkable job in six months, and the fact that he has put the company in the black in that time is one of the most notable accomplishments I know of, in any business! He has more ginger than anyone I think I ever saw for his age, and he admits being just a little older than Jack Benny.

I want to congratulate you on the editorial for it is full of good common sense.

Sincerely,
A. D. Simpson,
Vice-Chairman of the Board,
National Bank of Commerce,
Houston 1, Texas
Sept. 16, 1953

'Vice Squad,' 'Melba' In 30 Loew's Runs

Thirty theatres in the Loew's Metropolitan circuit will open with United Artists' "Vice Squad" and "Melba" on Sept. 30. The multi-booking has been set for 12 theatres in Manhattan, 12 in Brooklyn and the balance in Westchester County and Queens.

"Vice Squad" currently is in its fourth week at the Broadway Globe and is playing its first Brooklyn date at Loew's Metropolitan.

Contempt Petition Vs. Traub Dismissed

BALTIMORE, Sept. 20.—A contempt petition charging chairman Sidnew R. Traub of the Maryland Board of Censors with failing to obey a court order authorizing the showing of the film, "Street Corner," was dismissed by Judge Herman M. Moser.

In Baltimore City Court, Traub explained his board has refused to approve the film because a new print of greater footage had been submitted by the distributor after the court ruling. Also, he said, the deletion ordered by the judge had not been made when the film was submitted for the state seal.

UA in Germany

(*Continued from page 1*)

U.A. product there for the past three years.

The decision to operate its own offices is based on Picker's recommendation to U.A.'s board of directors, following his recent two-month survey of the company's operations in Continental Europe.

Picker said that U.A. in Germany will be a going concern from the first day of business, since it will put into prompt release a program of 20 pictures, with further assurance of an uninterrupted flow of product in all film techniques.

Production Starting On 'Roogie's Bump'

Production on "Roogie's Bump," a baseball story written against the background of the sandlot diamonds, will be started today by John Bash and Elizabeth Dickinson at the Parsonnet Studios in Long Island City. The new producing team of John Bash Productions will make the film entirely in Manhattan and Brooklyn, and has obtained the cooperation of Commissioners Walter T. Shirley and Frank J. Connaughton of the Department of Commerce.

Several players of the Brooklyn Dodgers will appear in the film Among them will be Roy Campanella, Billy Loes and Russ Meyer.

'Command' for 'Rob Roy'

LONDON, Sept. 20.—"Rob Roy," latest feature of Walt Disney, has been chosen for a Royal Film Performance here.

ATTENTION! ALL EXHIBITORS!
HERBERT J. YATES
will present
ROCKY MARCIANO
VS
ROLAND LaSTARZA
WORLD CHAMPIONSHIP FIGHT PICTURES
Narration by Bill Corum, noted Hearst Sports Columnist
RELEASED BY REPUBLIC PICTURES
CONTACT YOUR NEAREST BRANCH TODAY!

TODAY AND TOMORROW

Today and tomorrow are vitally important to all Americans — to those of the Jewish faith and to those who like myself are Christians.

Today we enjoy the American way of life because we had the help of freedom-loving people from many lands: Lafayette, Pulaski, Kosciusko, Von Steuben, Haym Salomon, and many others.

Our tradition is one of fair play and decency. As Americans, therefore, all of us regardless of creed or racial origin, must join the American Jewish Committee and Anti-Defamation League of B'nai B'rith in fighting discrimination, in protecting our way of life.

We must never forget that except for an accident of birth, many of us would be the subjects of tirades by the lunatic fringe of street corner demagogues and others like them who play politics with the lives of decent men and women *for a profit.*

"The American Way" might be likened to a film with a cast of 160,000,000 people . . . the story of man's respect for man . . . of the unrivaled saga of the effective AJC-ADL programs that help guarantee dignity, security and democracy to all.

Foremost in this fight is our associate Harry Brandt, who gives so much of his time and effort to helping the JDA agencies protect "The American Way." That is why I am so pleased to announce that we will honor Mr. Brandt at a dinner on behalf of the Joint Defense Appeal on Wednesday, October 21st, at the Hotel Waldorf-Astoria.

I urge you to help *our* way of life by attending this dinner and participating in our rousing tribute to our friend and associate. Hear why it is vital that we step up our help for the agencies that are fighting our fight of decency. Then determine for yourself whether we must do all we can to support this appeal.

And remember: In helping the JDA agencies, you are not giving charity — you are buying insurance that today's America will be the same land of freedom and security for our children and grandchildren TOMORROW.

Send a check today to Max E. Youngstein, United Artists, 729 Seventh Avenue, to reserve places for yourself and as many friends and associates as you can bring to our October 21st dinner at $10 per person.

William J. German
Chairman, Motion Picture Division,
Joint Defense Appeal

This space contributed voluntarily by Wm. J. German.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 58

NEW YORK, U. S. A., TUESDAY, SEPTEMBER 22, 1953

TEN CENTS

World Record Set by 'Robe' In 1st Week

See $275,000 at Roxy for First CinemaScope Film

A phenomenal $275,000 for the first week of "The Robe" at the Roxy was estimated here yesterday, a figure which is said to establish a new world record for a week's gross.

David Katz, Roxy manager, in reporting on the first CinemaScope production, said it racked up a tremendous $176,000 for its first four days, which ran through Sunday, and foresaw the picture doing about $33,000 daily for the remainder of the week, which ends tomorrow night. The admission tax is not included in the cited figures.

The first week's gross of $275,000 dwarfs any previous gross record

(*Continued on page* 6)

New Eady Proposal May Figure in Talks on U.K. Pact

By PETER BURNUP

LONDON, Sept. 21.—Details of a new proposal for voluntary continuance of the Eady Plan made by the Cinematograph Exhibitors Association reportedly were given to Sir Maurice Dean, member of the British negotiating team for a new Anglo-U.S. film remittance agreement, and may figure in the negotiations to be conducted in Washington on Wednesday.

The C.E.A. proposal is that when a British first feature is played, 50 per cent of the theatres' entertainment tax during the engagement be rebated,

(*Continued on page* 7)

Anglo - U.S. Teams Set to Begin Talks

WASHINGTON, Sept. 21. — The composition of the British and American teams, which are slated to begin negotiations for a new Anglo-American remittance agreement on Wednesday, was made public here today. Negotiations are to be held in the offices of the Motion Picture Export Association here.

The British team will be composed

(*Continued on page* 7)

Slate 15 to 20 From Republic For 1953-'54

Republic will produce from 15 to 20 features during 1953-54, Herbert J. Yates, president, announced here yesterday at the opening session of a two-day sales meeting at the New York Athletic Club. He described the 15 to 20 features as "super-delux" productions.

Yates said he was highly enthusiastic about his new production policy of inviting and boosting independent producers to utilize Republic facilities. The Republic president added that he was now negotiating with some top production and artist talent.

Declaring an all-out "war" on the decline at the box-office, he said that Republic will spend millions for production during the 1953-54 period. The meeting was convened by C. Bruce Newbery, director of sales. It will

(*Continued on page* 7)

Nationwide Confabs On New Sound Unit For RCA Field Men

CAMDEN, N. J., Sept. 21.—A series of nationwide technical conferences will supplement the RCA Service Company's established training program to acquaint its field engineers with the newly-perfected RCA stereophonic sound systems for CinemaScope.

The first of these conferences will start in Chicago this week, according to W. L. Jones, vice-president in charge of the RCA technical products service division.

Jones said, "The purpose of these meetings is to expedite the job of familarizing our field personnel with the latest information and installation procedures for the new high-fidelity

(*Continued on page* 7)

Hutton Returns to Palace in October

Betty Hutton will return the RKO Palace here to its two-a-day policy when she will appear for a limited engagement beginning Oct. 14, it was announced yesterday by William W. Howard, vice-president of RKO Theatres and the William Morris Agency.

This will be the second Palace engagement for Miss Hutton.

SAME LEADERSHIP TO GUIDE COMPO

Exhibitor Leaders Talk Arbitration

Representatives of five exhibitor organizations were scheduled to meet here last night for the purpose of exploring the possibility of renewing negotiations for the establishment of an industry arbitration system.

Principals in the sessions, most of whom were here to attend the meeting of the Council of Motion Picture Organizations executive committee and board of directors, declined to comment on the arbitration parlays.

'Little Boy Lost' World Premiere Held at Rivoli

(*Pictures on Page* 6)

A distinguished audience of leaders in the publishing and journalistic fields, as well as entertainment personalities, comprised the world premiere audience at the Rivoli Theatre here last night for Paramount's "Little Boy Lost." The event was sponsored by the Overseas Press Club.

A highlight of the premiere was the first appearances of two living heroes of American journalism, William N. Oatis, Associated Press correspondent, and Frank "Pappy" Noel, Associated Press photographer, recently freed from long imprisonment by the Reds in Czechoslovakia (Oatis) and North

(*Continued on page* 6)

Schlanger to Report On SMPTE Survey

An analysis of the theatre dimension survey conducted by the Society of Motion Picture and Television Engineers will be delivered here by Ben Schlanger, chairman of the SMPTE's theatre engineering committee, in October during the SMPTE's semi-annual convention.

The survey, returns on which are still coming in, is being conducted to measure the size of the nation's theatres in order to appraise the potentialities of new media being offered. According to an SMPTE spokesman, 400 questionnaires have been received to date, with returns still coming in at about five a day.

The convention is scheduled for Oct. 5-9.

Board Rules Triumvirate To Continue; Tax Drive To Be Resumed Now

By AL STEEN

The decision to continue the Council of Motion Picture Organizations under the present triumvirate leadership and the realization that the renewed campaign for the elimination of the Federal admissions tax will have to start from "scratch" were highlight points evidenced at the opening session here yesterday of COMPO's executive committee and board of directors.

The concensus was that a "winning team" should not be broken up and that the same COMPO tax committee should be retained. The latter group is headed by Col. H. A. Cole of Dallas and Pat McGee of Denver.

The warning that the industry faces the same problems now in waging the tax elimination campaign that it did before was issued by Cole, who confirmed the remarks of Allied president Wilbur Snaper who asserted that the

(*Continued on page* 3)

COMPO to Map a Press and Public Relations Plan

A public relations plan, combined with methods to improve press relations, will be a highlight in future activities of the Council of Motion Picture Organizations, it was decided here yesterday at the concluding session of COMPO's executive committee and board of directors. Al Lichtman, the chairman, was authorized to appoint a committee of three top advertising-publicity executives to formulate the project and probe all facets

(*Continued on page* 3)

To Honor Brandt For Americanism

Harry Brandt, president of Brandt Theatres, will be honored for "his efforts in the fight to protect American democratic liberties" by the motion picture division of the Joint Defense Appeal in conjunction with the Cinema Lodge of B'nai B'rith, at a dinner on Oct. 21 at the Hotel Waldorf-Astoria. The announcement was

(*Continued on page* 7)

Personal Mention

SID KRAMER, RKO Radio short subject sales manager, left New York at the weekend for Washington and Detroit.

•

JOSEPH M. MIKLOS, manager of the Stanley-Warner Embassy Theatre in New Britain, Conn., has been named winner of the 1953 Tennis Men's Singles and Doubles Tournament in that city.

•

RUBE LEWIS, business agent of Local No. 84, IATSE, Hartford, and stage manager of Loew's Poli Palace, has resumed his duties following surgery at Hartford Hospital.

•

LEON ROTH, United Artists West Coast coordinator of publicity, is the father of a daughter born Saturday to MRS. ROTH at Madison Avenue Hospital.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity department manager, will return here Wednesday from Hollywood.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, has returned here from the Coast.

•

HOWARD HERTY, of the M-G-M studio publicity department, has been named field press representative in the Los Angeles exchange.

•

ROBERT WILE, executive secretary of the Ohio ITO, will deliver an address Thursday at a meeting of the Rotary Club of Rittman, Ohio.

•

MORRIS ROSENBLATT, formerly Black Hills booker in Denver, has gone to Des Moines as a salesman for Allied Artists.

•

NAT LEVY, RKO Radio Eastern division sales manager, left Charlotte yesterday for New Orleans.

•

VICTOR MATURE will arrive in New York today from Hollywood. He is en route to Europe.

•

ROBERT PIROSH, M-G-M director, will arrive here from the Coast on Thursday, en route to Europe.

•

EDWIN KNOPF, M-G-M producer, has delayed his departure from New York to Hollywood until Sept. 29.

•

HERMAN RIPPS, M-G-M assistant Eastern sales manager, will leave here today for upstate New York.

•

DICK DICKSON, producer, was guest yesterday on "The Man from Times Square" over radio station WOR.

•

HARRY GOLDSTEIN, Allied Artists Eastern publicity manager, will leave here at the weekend for Washington.

•

GRETA GARBO arrived here yesterday aboard the S. S. Queen Mary.

•

MITCHELL LITTLE, of the Republic Pictures office in Charlotte, has returned there following a vacation.

Cinema Lodge Party For Sophie Tucker

New York's Cinema Lodge of B'nai B'rith will pay tribute to Sophie Tucker at the Hotel Astor on Wednesday evening, Sept. 30 before a large invited audience of industry representatives and members of the Lodge and their guests, it was announced here yesterday by Burton E. Robbins, president.

The Cinema Lodge tribute to Miss Tucker is one of a series being accorded the entertainer who is celebrating her golden jubilee in entertainment this year. Harry Brandt will present the Cinema Lodge "Honor Scroll" to Miss Tucker for her years of service to interfaith and charitable causes.

Sidney G. Kusworm of Cincinnati, national treasurer of B'nai B'rith and a long-time friend of Miss Tucker's, will be the principal speaker.

Tribute to Hy Levine Planned for Oct. 7

HARTFORD, Conn., Sept. 21.—Hy Levine, pioneer of the Connecticut film industry, will be honored by the Variety Club of Connecticut, Tent No. 31, and the industry of New England at a 75th birthday party, dinner and dance at Waverly Inn, Chesire, Conn., on Oct. 7.

Sam Germaine, of 20th Century-Fox, is treasurer, with an arrangements committee consisting of Matt L. Saunders, Julia Smith, Ben A. Simon, Lou Cohen, Barney Pitkin, Peter Perakos, Sid Cooper, Max Hoffman, Jules Livingston, Morton Katz, Harry Shaw, Lou Brown, Harry Feinstein, Max Birnbaum, Carl Reardon, Phil Gravitz, Henry Germaine, John Pavone, Ted Jacocks, Sam Rosen, Walter Silverman, Ruby Frank, Sam Wasserman, Robert G. Elliano and Abe Mattes.

Industry Host to Jap Crown Prince

HOLLYWOOD, Sept. 21.—The industry will be host to His Imperial Highness, Crown Prince Akihito of Japan, at a luncheon-entertainment program to be held Sept. 30, it was announced by the Association of Motion Picture Producers.

Y. Frank Freeman, chairman of the AMPP board, will make the welcoming address on behalf of the industry and serve as chairman of the event. All major studios will participate in the presentation of a program for the Crown Prince and his official party.

'Command' Show Oct. 26

LONDON, Sept. 21.—Oct. 26 has been set as the date on which Walt Disney's "Rob Roy" will be shown at a "command performance" here before a party headed by Queen Elizabeth in a London theatre.

Gerson Quits Local F-5

CLEVELAND, Sept. 21.—John C. Wein, business manager of Local No. F-5, reports the resignation of Nate Gerson, both as president and as a member of the local.

Carolina Exhibitors To Meet Nov. 22-24

CHARLOTTE, Sept. 21.—The annual convention of the Theater Owners Association of North and South Carolina will be held here at the Hotel Charlotte on Nov. 22-24. Mrs. Walter Griffith, executive secretary of the association, said the convention will open with registration on Sunday, Nov. 22.

Complete plans for the meeting are in the hands of Walter Griffith and J. Francis White.

Hold First of Five 'Ground' Premieres

EL PASO, Sept. 21.—The first of five Texas premieres to be held this week of M-G-M's "Take the High Ground," which was filmed at nearby Ft. Bliss, was held at the Plaza Theatre here today, with Dore Schary, Richard Widmark, George Murphy, Elaine Stewart and Russ Tamblyn attending.

Schary was given a Citation of Achievement from the Department of the Army presented by Maj. Gen. Stanley Mickelson, commanding officer at Ft. Bliss, "for creating a better public understanding of the Army and its aims" through this and other productions. The citation was flown here from Washington by Brig. Gen. Frank Dorn, acting chief of information for the Department of Defense.

Schary also was made an honorary citizen of Texas by Gov. Allan Shivers. Widmark was made an honorary sergeant at the luncheon tendered the visitors at the Officers Club of Ft. Bliss.

Ray Willie and William O'Donnell, of the Interstate Circuit, and John S. Allen, M-G-M Texas division sales manager, were among those present. Subsequent premieres will be held at San Antonio, Houston, Dallas and Fort Worth.

Divestiture Hearing Of Schine Oct. 21

BUFFALO, Sept. 21.—The hearing on an appeal of the Schine circuit to extend the time within which the corporation must dispose of 25 theatres by terms of a court decree of June 24, 1949 has been postponed again, until Oct. 21. The postponement was ordered today when the case came up in Federal Court here before Judge John Knight.

The circuit, defendant in an anti-trust judgment, was ordered to dispose of 39 theatres within three years after the decree, but obtained an extension after the disposition of 14.

Franchise Deals Closed

Franchise deals for product of International-United Films Corp. have been closed by Nat Liebeskind, president, with Hub Film Exchange, Boston, and with Allied Film Exchange, Detroit. Jack Meyers represented Hub, and Jack Zide, Allied, in the negotiations.

Subscription TV May Need Congress Okay, Says FCC Member

SUN VALLEY, Ida., Sept. 21.—A member of the Federal Communications Commission suggested today that Congress may have to step into the picture before the commission can authorize subscription radio or television.

"The introduction of subscription radio or television should not be taken lightly by the commission," Commissioner E. M. Webster told the annual meeting here of the 14th District, National Association of Radio and Television Broadcasters. The commission might very well refuse to take such a step, he said "without Congressional amendment to the Communications Act."

The reason for this, Webster explained, was that the airways in this country have always been free. The introduction of subscriber television would be such a sharp break with tradition, he said, that Congressional action might be needed before the step could be taken.

'Lion in the Streets' Premiere Tomorrow

A series of special events has been set to herald the world premiere of Warner Brothers' short-length feature, "A Lion Is in the Streets," a Cagney production in color by Technicolor starring James Cagney, at the St. Johns Theatre in Jacksonville, Fla., tomorrow. David Da Lie, Okefenokee Swamp Park naturalist who appears in the film, will make a personal appearance along with three of the original swamp men from the picture.

Spingold Is Honored By Hollywood Group

HOLLYWOOD, Sept. 21.—Nate Spingold, vice-president of Columbia Pictures, has been cited by the Hollywood Chapter of the American-Jewish League Against Communism, for his efforts to combat Communism.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

JOHN WAYNE in Island IN THE Sky
IN PERSON
GUY MITCHELL
ART MOONEY ORCH.
ROGER RAY - LOS GATOS
EXTRA JANE PICKENS
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act

COMPO Heads Report to Members

TRUEMAN T. REMBUSCH
Co-Chairman

SAMUEL PINANSKI
Co-Chairman

AL LICHTMAN
Co-Chairman

ROBERT W. COYNE
Special Counsel

COL. H. A. COLE
Co-Chairman,
Tax Committee

PAT McGEE
Co-Chairman,
Tax Committee

Leadership

(*Continued from page* 1)

exhibitors of the country must be conditioned to the fact that there will be no clear sailing in developing a new campaign.

"We were licked before we started but we didn't know it," Cole said at the initial session in the Hotel Astor. He asserted that the decision to kill the Mason Bill had been made by the Secretary of the Treasury before the bill reached the President. In effect, Cole said, the Treasury said, "To hell with facts and figures—we have a policy." And that policy, Cole added, still exists.

Confident of Victory

Cole pointed out that some Congressmen who voted for the tax repeal measure and who cooperated in its passage through both Houses may now feel that it's a hopeless case. While confident of ultimate victory, Cole expressed the opinion that the industry had weakened itself because of predictions made to various committees as to what would happen if the tax were not lifted. He said those predictions have not been fulfilled and it is quite likely that spokesmen for the industry in the next campaign probably will have that fact "thrown at them." Cole pointed out that "we are going to have to work as we never worked before," adding that the industry will have to face proposed compromises and that quick decisions will be needed.

Lichtman Presides

Al Lichtman, who with Trueman Rembusch and Sam Pinanski comprise the COMPO operating triumvirate, presided at the opening session. In his introductory remarks, he reviewed the tax repeal campaign and declared that the industry had gained the respect of powerful political personalities and that the achieved gains were the result of a united industry. Although the Mason Bill was lost by a "technical knockout," he said the industry could still achieve its goal if "we start where we left off." Lichtman then called upon various COMPO leaders for comments and recommendations.

Robert Coyne, special counsel for COMPO and the person who spearheaded the tax campaign, said that despite the defeat of the Mason Bill, "we should not be downbeat—we showed industry unity." Coyne said that COMPO had valuable assets throughout the campaign; namely, the trio of leaders, Cole and McGee at the helm of the tax repeal committee, support from the field and the cooperation of the industry trade press.

On the liabilities side, he said, were the lack of resources and information in the beginning of the campaign. However, these factors were overcome by the work of Al Sindlinger and his associates in gathering the necessary data and collecting the necessary facts and figures for presentation to the various Congressional committees. No other industry gathered such a mass of data, Coyne said.

Not a Lobby, He Says

Coyne asserted that the campaign did not constitute a lobby in the real sense of the word, but represented the cooperation of the "grass roots." He said the campaign "proved that we were right" and with the "rightness behind us, the future campaign will be a happy one."

McGee sought to clarify some misconceptions in regard to the tax drive. He said that rumors had been afloat that some Congressmen had voted for the Mason Bill in order to "save political face," knowing that it would be vetoed. An investigation by himself plus assurances from top Senators proved that this theory was not true, McGee said. The belief by some that the industry could have obtained a 10 per cent cut in the tax if it had gone after it also is an error, he said, adding that "we could not have gotten a two per cent reduction." He stressed the necessity of avoiding being tied up with other industries in pursuing the tax repeal. McGee was confident that any problem facing the industry "can be licked" if all segments are united.

Brandt for "Triumvirate"

Harry Brandt, representing the Independent Theatre Owners Association, was the first to advocate the retention of the present trio of leaders and the tax committee chairmen. He advised against the breaking up of a "winning combination." Brandt said that a compromise on the tax repeal might be made on a high level if it is necessary, but that the committee knows best how to do it. He contended that it was "unthinkable to consider that the industry could get along without COMPO.

Brandt urged a strong public relations program for COMPO, pointing out that a number of newspapers that originally were opposed to the tax repeal bill eventually changed their policies when the logic of the industry's arguments were advanced. He advocated a strong follow-up in that direction. Brandt expressed his thanks for the work done by Coyne and other COMPO leaders in the tax fight.

Declaring that adversity breeds cooperation and success often corrupts, Gov. Ellis Arnall, president of the Society of Independent Motion Picture Producers, said that COMPO must be continued with the same team at the helm. Despite the time-consuming requirements of meetings, Arnall urged more frequent sessions to keep activities alive, adding that "nothing can save us but ourselves."

Speakers Listed

Others who spoke briefly, commending COMPO's efforts and recommending the continuance of the activities, were Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association; Roy Cooper, California Theatres Association; Art Arthur, representing the Motion Picture Industry Council of Hollywood; Si Fabian, president of Stanley Warner; Sidney Schreiber, MPAA counsel; A. Julian Brylawski, legislative contact for Theatre Owners of America in Washington; Wilbur Snaper, president of Allied States; Trueman Rembusch, one of the triumvirate; Sam Pinanski, also a member of the trio; Herman Levy, general counsel of TOA, and Ben Shlyen, publisher and trade press representative on the COMPO executive committee.

Cole expressed a desire to be replaced as co-chairman of the tax repeal committee but he was urged to remain. However, he said he would leave it up to the Allied board as to whether he should continue. Cole is an Allied director.

Cole, McGee Remaining

Meanwhile, McGee said that he and Cole would remain in New York for several days to discuss the first steps in renewing the tax repeal campaign. He pointed out that they have just half the time that they had before to get ready.

Rembusch asked that all exhibitors write their Congressmen to thank them for their efforts toward the passage of the Mason Bill.

Relations Plan

(*Continued from page* 1)

of a proposed program. This committee, in turn, will recommend procedure.

The COMPO sessions, which originally were scheduled to extend through today, were terminated late yesterday when all items on the agenda were disposed of.

The move toward a public relations program stemmed from a proposal by Max A. Cohen, head of Cinema Circuit here, who pointed to an adverse editorial in the "New York Times" in regard to the elimination of the Federal admission tax. Cohen recommended that a "Bible" be prepared which would sell the industry and tell its true story to publishers.

Rembusch Had Disapproved

Art Arthur, representing the Motion Picture Industry Council of Hollywood, requested action on a resolution made at the COMPO board meeting last December at which a public relations program was laid out. The MPIC would have conducted the project which would have cost $33,120. Trueman Rembusch, a member of the COMPO triumvirate, said he had disapproved the proposal because he did not want the responsibility of accounting for the expenditures. Lichtman said he felt that the group would have been criticized if the outlay had been okayed, but added that if COMPO as a whole feels that it can afford it, the money will be obtained.

A proposal to explore the possibilities of conducting a research program to provide information on physical theatre equipment was passed. This will be referred to a committee.

Dues Drive Set

A dues drive will be undertaken immediately, the assessments to be the same as in the past. However, the issue will be referred back to each individual organization.

Projects that were deferred until later dates included a proposal to wage an anti-censorship campaign, participation in a move to establish an industry arbitration system and the holding of an all-industry roundtable meeting in Hollywood this fall.

It was revealed that theatre collections for Korean relief amounted to $969,500 to date, but that all states had not yet reported. It was estimated that the total will exceed $1,000,000 when all reports are in.

S. P. EAGLE
presents
PATRICE MUNSEL
in
MELBA
▸ Color by Technicolor ◂
with Robert Morley
Screenplay by Harry Kurnitz · A Horizon Pictures Production · Directed by Lewis Milestone

GARY COOPER in
RETURN TO PARADISE
▸ Color by Technicolor ◂
Directed by Mark Robson · Produced by Theron Warth · Screenplay by Charles Kaufman · Based upon the book by James A. Michener · Director of Photography, Winton C. Hoch, A.S.C. · Music composed and conducted by Dimitri Tiomkin
An Aspen Picture

TODAY

WILLIAM HOLDEN
DAVID NIVEN
MAGGIE McNAMARA
in
THE MOON IS BLUE
Produced and Directed by Otto Preminger
Written for the screen by F. Hugh Herbert
A Preminger-Herbert Production

VICTOR SAVILLE
presents
MICKEY SPILLANE'S
I, THE JURY
▸ in 3-Dimension ◂
introducing
BIFF ELLIOT as Mike Hammer
with Preston Foster · Peggie Castle
Written for the screen and Directed by Harry Essex · A Victor Saville Production

SABRE JET
▸ in Color ◂
by Color Corp. of America
starring
Robert Stack · Coleen Gray
Richard Arlen · Julie Bishop
Leon Ames
Produced by Carl Krueger · Directed by Lou King · Screenplay by Dale Eunson and Katherin Albert · Story by Carl Krueger · Music Compose and Conducted by Herschel Burke Gilbert

GUN BELT
▸ Color by Technicolor ◂
starring
George Montgomery
Tab Hunter
Directed by Ray Nazarro · Screenplay by Richard Schayer and Jack DeWitt · Story by Arthur Orloff
A Global Productions Presentation

THE JOE LOUIS STORY
with
Paul Stewart · Hilda Simms · James Edwards
John Marley · Dotts Johnson
and introducing
Coley Wallace as Joe Louis
A Walter P. Chrysler, Jr. Presentation · Produced by Stirling Silliphant · Directed by Robert Gordon
Original Screenplay by Robert Sylvester

EDWARD SMALL presents
JOHN PAYNE · EVELYN KEYE
in
99 RIVER STREET
with
Brad Dexter · Frank Faylen · Peggie Castle
Directed by Phil Karlson · Screenplay by Robert Smith · Story by George Zuckerman

YVONNE DeCARLO
CARLOS THOMPSON
in
FORT ALGIERS
Produced by Joseph N. Ermolieff · Directed by Lesley Selander · Screenplay by Theodore St. John · Associate Producer Edward L. Alperson, Jr.

SOL LESSER presents
EDWARD G. ROBINSON
PAULETTE GODDARD
in
VICE SQUAD
with K. T. Stevens · Porter Hall
Produced by Jules V. Levy and Arthur Gardner · Directed by Arnold Laven
Screenplay by Lawrence Roman

AUBREY SCHENCK
presents
WAR PAINT
▸ in Pathe Color ◂
starring
Robert Stack · Joan Taylor
Charles McGraw
A K-B Production · Produced by Howard W. Koc Screenplay by Richard Alan Simmons and Marti Berkeley · Directed by Lesley Selander

THE BIG ONES

...AND TOMORROW

ACT OF LOVE	**Anatole Litvak's** production starring **Kirk Douglas.** Screenplay by Irwin Shaw, from Alfred Hayes' best-seller, "Girl on the Via Flaminia".
ALEXANDER THE GREAT	Academy Award winner **Robert Rossen's** production. Spectacle on an impressive scale.
BEAT THE DEVIL	**John Huston's** production starring **Humphrey Bogart, Jennifer Jones, Gina Lollobrigida.**
BRONCO APACHE	**Burt Lancaster's** first for U.A. An adaptation of Paul Wellman's best-selling western, in color by Technicolor.
CROSSED SWORDS	**Errol Flynn** stars in a swashbuckling adventure story. Filmed in spectacular Pathecolor.
PERSONAL AFFAIR	**Gene Tierney, Leo Genn** and **Glynis Johns** are starred in a drama of great suspense.
STAR OF INDIA	**Cornel Wilde** and **Jean Wallace** in a Widescreen, color by Technicolor adventure.
THE BAREFOOT CONTESSA	**Joseph L. Mankiewicz'** eagerly awaited production — his first for U.A. A romantic drama with an all-star cast.
THE GOLDEN WARRIORS	**Elia Kazan** directs this **S. P. Eagle** production of Budd Schulberg's original screenplay.
THE MILLION POUND BANK NOTE	**Gregory Peck** stars in an adaptation of Mark Twain's immortal story, in color by Technicolor.
THE PURPLE PLAIN	Another **Gregory Peck** starrer, in color by Technicolor, based on E. H. Bates' best-seller.
THE STORY OF WILLIAM TELL	**Errol Flynn** stars in this all-time favorite legend. U.A.'s first CinemaScope release, filmed in Pathecolor.

COME THRU **UA**

Benefit Show for 'Little Boy Lost'

OVERSEAS PRESS CLUB'S Memorial Building Fund benefited from the brilliant opening last night of Paramount's "Little Boy Lost" at the New York Rivoli Theatre. Celebrities arrived in large numbers for the gala event. Among those present at this arc-lighted affair were (left to right): first photo, A. W. Schwalberg, president of Paramount Film Distributing Corp., and Mrs. Schwalberg, the former Carmel Myers. Center photo: Bob Considine, William N. Oatis, AP correspondent who spent two years in a Czech Red prison camp; OPC President J. Clifford Stark; Frank Noel, AP photographer recently released from a North Korean prison camp, and John Daly. Third photo: Paul Whiteman, who gave Bing Crosby, the star of "Little Boy Lost," his singing start; Mrs. Adolph Zukor and Zukor, chairman of the Paramount board of directors.

'Boy Lost'

(*Continued from page* 1)

Korea (Noel). Both were given awards by the Overseas Press Club, television luminary John Daly, a past president of the organization making the presentations.

Entire proceeds of the premiere were donated by Paramount and the Rivoli Theatre to the Memorial Press Center Fund of the Overseas Press Club to open permanent club headquarters here honoring the 60 American war correspondents who died in World War II and in Korea.

Besides the opening night audience of notables, a television audience shared the event through a half-hour telecast over WABC-TV from the lobby of the theatre, and memorializing highlights of Bing Crosby's career. Paul Whiteman, Adolph Zukor, Nicole Maurey, Bing's leading lady in "Little Boy Lost," song writers Johnny Burke and Jimmy Van Heusen, Eddie Fisher, Georgia Gibbs and Perry Como were participants on the television show, for which Warren Hull acted as master of ceremonies.

Lucy Monroe opened the stage ceremonies by singing "The Star Spangled Banner."

3 New Openings for 'Robe' This Week

Gala openings of 20th Century-Fox's first CinemaScope production, "The Robe," will be held in Chicago, Los Angeles and Philadelphia this week.

A contingent of company executives will attend the openings. Spyros Skouras and Al Lichtman will leave here for Chicago tomorrow for the opening at the State-Lake there tomorrow night before an audience of celebrities and civic and social leaders. Charles Einfeld left for Chicago yesterday, and Meyer Hutner, associate publicity manager, will leave today.

Einfeld will also attend the Philadelphia opening at the Fox Theatre there Thursday night. The film will open the same night at the Chinese Theatre in Los Angeles.

'The Robe'

(*Continued from page* 1)

either at the Roxy or any other theatre in the world, it was said. The previous Roxy record-holder was "Forever Amber," which grossed $180,589 in its opening week in October, 1947.

Katz, commenting on the phenomenal business, said that he expects "The Robe" to run beyond the first of the year. He foresaw no price changes, adding that there have been no complaints. The Roxy price scale for "The Robe" runs from $1 to $3 for general admission, with seven shows daily. He said the Roxy was definitely interested in playing the second CinemaScope production, "How to Marry a Millionaire," following "The Robe." But 20th Century-Fox, he added, has made no decision on its second production as yet.

Meanwhile, "From Here to Eternity" at the Capitol continued to do excellent business, with from $90,000 to $95,000 seen for the seventh week. The current week's gross will bring the picture's total gross for the seven-week period up to $975,000. The picture is slated to pass the $1,000,000 mark by the weekend. At Radio City Music Hall $125,000 is seen for the fourth week of "Roman Holiday."

GREAT MOTION PICTURES ARE PROCESSED BY *Pathé*

*Pathé*color

gives you *Life*like color in every scene

For those who demand the utmost in *Life*like 35mm color reproduction, plus 24-hour processing *service* and world-famous Pathé Lab *quality*, the answer is *Pathé*color. Phone either New York or Hollywood for *your* showing of the *Pathé*color Demonstration Reel and *see* what *Pathé*color can mean to your next picture.

NEW YORK: TRafalgar 6-1120
105 East 106th Street
HOLLYWOOD: HOllywood 9-3961
6823 Santa Monica Blvd.

Pathé PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* *Pathé* Laboratory Facilities
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

3 hrs. 15 min.
AMERICAN to CHICAGO
NONSTOP EVERY HOUR ON THE HOUR
From 8:00 a. m. to 7:00 p. m.

Republic

(*Continued from page* 1)

be followed by similar meetings in Chicago and Los Angeles.

Yates maintained that general economic conditions for the fall and winter looked excellent, and felt that motion picture theatres, along with other businesses, could look for a general upturn.

The Republic president stated that today pictures must not only be produced individually but merchandised individually; and, to that end, he outlined campaigns on such forthcoming Republic productions as "Sea of Lost Ships," which will be exploited with the support of the U. S. Coast Guard, and "Flight Nurse," which will benefit by the cooperation of the Air Force and Air Surgeon General.

He cited the heavy promotion which will back "Jubilee Trail," starring Vera Ralston, Joan Leslie, Forrest Tucker and John Russell, and based on the Gwen Bristow book; "Johnny Guitar," which will bring Joan Crawford to the screen in her first role with a Western background; and the Herbert J. Yates-Herbert Wilcox production, "Laughing Anne," starring Wendell Corey, Margaret Lockwood, Forrest Tucker and Ronald Shiner, based on a story by Joseph Conrad with a Malayan background.

Branch managers from the Metropolitan division headed by sales manager James V. O'Gara and from the Eastern division under sales manager John J. Curtin heard addresses by Newbery; William Martin Saal, executive assistant to Yates; and Steve Edwards, director of advertising and publicity.

Citing the increasing investment which Republic is making in motion pictures, Newbery stated that intelligent team-work must be the basis for sound salesmanship. He urged branch managers to cooperate with exhibitors on showmanship which would help realize the full box-office potential of Republic product.

Nationwide Confabs

(*Continued from page* 1)

sound equipment to accompany CinemaScope presentations.

"RCA is working closely with motion picture producers, as well as other major segments of the industry, to meet equipment needs for new wide-screen projection systems and new high-fidelity sound systems. Through these technical conferences, coupled with our regular training program, the latest technical developments on these systems will be transmitted to our field engineers so that exhibitors planning to install RCA stereophonic equipment for CinemaScope can be assured of expert installation supervision and service," Jones added.

The technical conferences will take place in each of the company's districts across the country, and will be conducted by theatre service specialists from the RCA Service home office engineering section.

Subjects to be covered at the meetings include elements of magnetic recording; details of the four-track RCA stereophonic sound head; conversion of three-track to four-track systems; new data on speakers, and principles of CinemaScope projection.

RCA field engineers attending the meetings will also see demonstrations of special four-track magnetic test films.

Anglo-U.S. Teams

(*Continued from page* 1)

of the following: Sir Maurice Dean, second secretary of the Board of Trade; Sidney Golt, assistant secretary of the Board of Trade in charge of the film division; Geoffrey Parker, commercial counsellor of the British Embassy; Richard Sharp, United Kingdom Treasury delegate in Washington, and Daniel Jones, advisor to the Treasurer.

On the American side there will be Eric Johnston, MPEA president; George Weltner, president of Paramount International Films and chairman of the foreign managers committee of MPEA; Ralph D. Hetzel, Jr., MPEA vice-president; Fayette W. Allport, London MPEA manager; G. Griffith Johnson, MPEA Washington representative; Ellis G. Arnall, president of the Society of Independent Motion Picture Producers; James A. Mulvey, president of Samuel Goldwyn Productions and chairman of SIMPP's Eastern committee; Gunther R. Lessing, vice-president and general counsel of Walt Disney Productions and chairman of the board and executive committee of the SIMPP.

Industry representatives awaiting the arrival of the British team have no idea as yet what pitch the British will make when the two groups sit down at the conference table.

"We won't know until they open the meeting Wednesday morning what the British have in mind," a spokesman for the Motion Picture Association of America said today. "The British could ask for an extension of the agreement as it now is, or they could try to make it rougher for us. But so far we have no idea what they will say," he declared.

Canadian Pioneers' Dinner on Nov. 25

TORONTO, Sept. 21. — John J. Fitzgibbons, president of Famous Players Canadian Corp., will be honored as the Canadian Pioneer of the Year at the annual dinner of the Canadian Picture Pioneers to be held at the Royal York Hotel here on Nov. 25.

Additionally, three other Canadian motion picture executives will be honored at the dinner, which will be under the direction of Thomas S. Daley. They are: Ray Lewis, publisher and managing editor of the "Canadian Moving Picture Digest"; Bernard E. Norish, formerly president of Associated Screen News, Inc., and Lt. Col. John A. Cooper, chairman of the board of the Canadian Motion Picture Distributors Association.

FCC Okays TV Color Show for October

WASHINGTON, Sept. 21. — The Federal Communications Commission today approved the arrangements for an October demonstration of the compatible color television system worked up by the National Television System Committee. The FCC has proposed the adoption of the system.

The demonstration, which will run from 11:30 A.M. to 1:45 P.M., will be held some place in the New York area. As yet no specific location has been chosen. It is expected that most of the commissioners will attend, along with a considerable number of FCC staffers.

Eady Proposal

(*Continued from page* 1)

with 70 per cent of the rebate to be paid to producers, leaving the balance with the exhibitors.

On the basis of present tax collections, C.E.A. estimates that the total annual rebate would amount to £4,500,000 ($12,600,000), with approximately £3,150,000 ($8,820,000) going to producers, and the remainder to exhibitors.

On behalf of its proposal, C.E.A. argues that it would give exhibitors an added inducement to play British films and give them the best possible dates; that it would enable the present Quota Act to be substantially modified and would lead in the end to abolition of the Quota, and that it would meet the producers' request that their share of Eady funds should be a minimum of £3,000,000 annually.

Exhibitors Had Opposed

Exhibitors have opposed the producers' request on the grounds that in a period of declining attendance no fixed minimum can be guaranteed and that producers' share of the Eady collections should be determined by box-office receipts.

A rebate from the Chancellor of the Exchequer would resolve those objections, C.E.A. says.

However, it is suggested that the proposal might be regarded as a discrimination against American films and an infringement of the General Agreement on Trade and Tariffs. Against that, it is pointed out that the whole principle of the Eady Plan is a discrimination and that that was accepted in advance by the American interests concerned.

Honor Brandt

(*Continued from page* 1)

made by William J. German, of W. J. German, Inc., who is general chairman of the JDA amusements division.

Max E. Youngstein, vice-president of United Artists and dinner chairman in the JDA drive, noted that the motion picture industry is helping JDA raise New York's share of the $5,000,000 needed to finance the activities of the American Jewish Committee and Anti-Defamation League of B'nai B'rith in combatting bigotry and safeguarding human rights. JDA is the fund-raising arm for AJC and ADL.

Calling for industry-wide attendance at the dinner, German and Youngstein urged all segments of the industry to participate in the tribute to Brandt and in supporting the effective programs of the JDA agencies.

In Pathe Color

In a story on the premiere of RKO Radio's "Louisiana Territory" published in MOTION PICTURE DAILY last Friday, the film's color process was erroneously identified as Technicolor. The picture is in Pathe Color.

MOTION PICTURE DAILY regrets the error which originated in an incorrect press release.

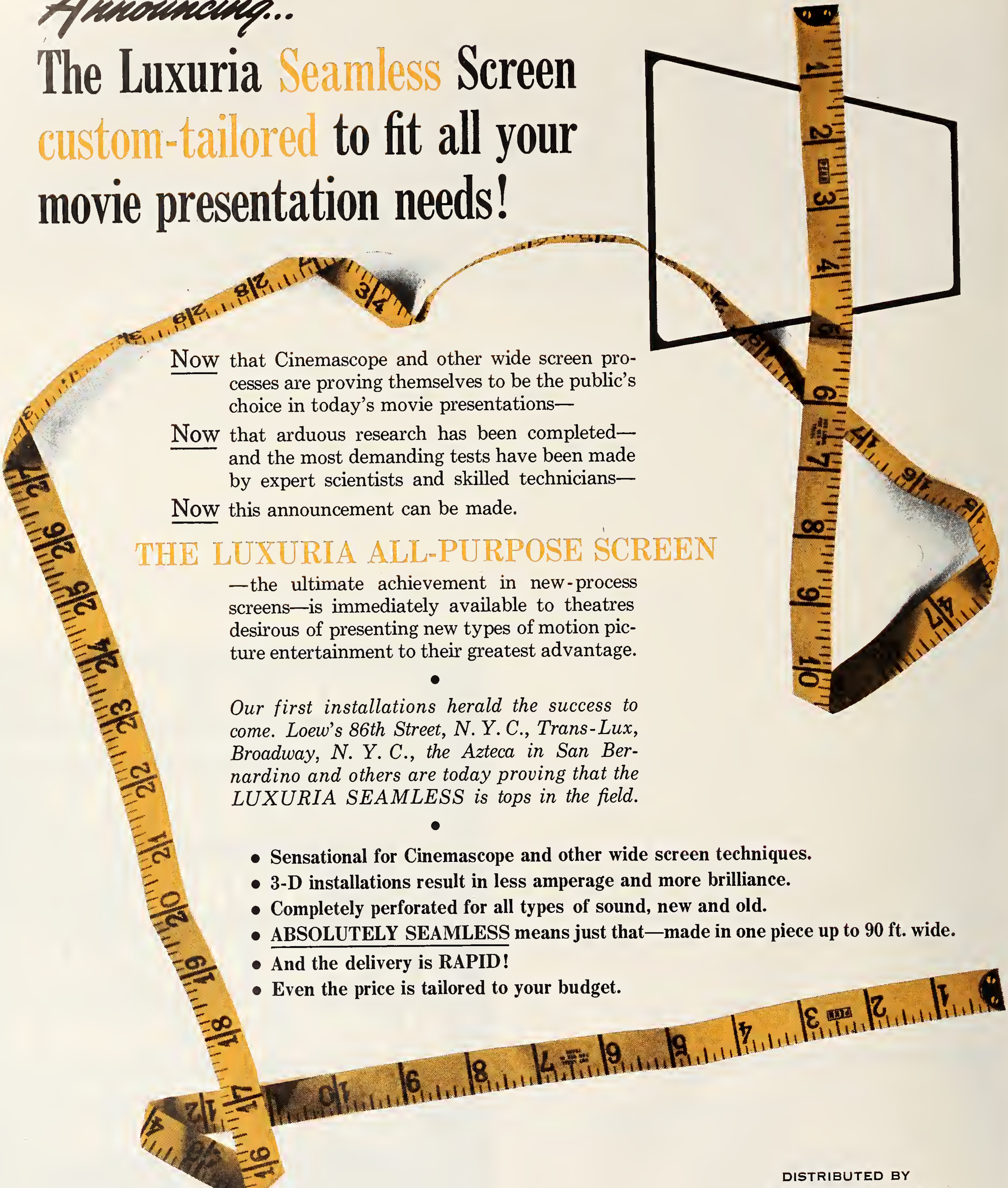
Moss Takes 2 in Florida

ATLANTA, Sept. 21.—The B. S. Moss circuit, owner of theatres in New York, has taken over from Florida Theatres the State, in Gainesvilla, Fla., and the Grand Theatre, in Orlando.

BOOK IT NOW!
YOUR NEAREST REPUBLIC BRANCH
EXCLUSIVE!
WORLD CHAMPIONSHIP FIGHT PICTURES
Narration by Bill Corum, noted Hearst Sports Columnist
ROCKY MARCIANO
VS
ROLAND LASTARZA

Announcing...

The Luxuria Seamless Screen custom-tailored to fit all your movie presentation needs!



Now that Cinemascope and other wide screen processes are proving themselves to be the public's choice in today's movie presentations—

Now that arduous research has been completed—and the most demanding tests have been made by expert scientists and skilled technicians—

Now this announcement can be made.

THE LUXURIA ALL-PURPOSE SCREEN

—the ultimate achievement in new-process screens—is immediately available to theatres desirous of presenting new types of motion picture entertainment to their greatest advantage.

•

Our first installations herald the success to come. Loew's 86th Street, N. Y. C., Trans-Lux, Broadway, N. Y. C., the Azteca in San Bernardino and others are today proving that the LUXURIA SEAMLESS is tops in the field.

•

- **Sensational for Cinemascope and other wide screen techniques.**
- **3-D installations result in less amperage and more brilliance.**
- **Completely perforated for all types of sound, new and old.**
- **ABSOLUTELY SEAMLESS means just that—made in one piece up to 90 ft. wide.**
- **And the delivery is RAPID!**
- **Even the price is tailored to your budget.**

Manufactured by
STEWART-TRANS-LUX CORP.

DISTRIBUTED BY
TRANS-LUX CORP.
1270 SIXTH AVENUE, N. Y. 20, N. Y.
CIRCLE 7-4970

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 59 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 23, 1953 TEN CENTS

Offers Weekly Theatre TV Fight Series

Rosen to Launch Bouts From White Plains, NY

Leo Rosen

A series of "major" boxing attractions will be offered to television-equipped theatres on a regular weekly basis 52 times a year, it was disclosed here yesterday by Leo Rosen, in charge of television operations for Cappel-MacDonald, a sales promotion firm.

The fights will be regularly scheduled for Tuesday evenings, with the series being launched on Oct. 27, it was stated. Rosen, formerly television consultant for Fabian Theatres, said the fighters selected for telecasting would be in the "top 10" in all divisions. The Inter-

(*Continued on page* 4)

Eight Top Foreign Field Appointments, Promotions by UA

United Artists foreign field forces have been expanded through a series of new appointments and promotions, it was disclosed here yesterday by Arnold M. Picker, vice-president in charge of foreign distribution.

Isidore Rosenfeld has been named manager in Peru, suceeding Leon Nebel, resigned. Rosenfeld successively served as Latin-American supervisor for Warner Brothers, Samuel Goldwyn, Walt Disney and

(*Continued on page* 4)

Completes National 'Salute' Committee

Completion of the organization of the national distributors committee for the 1953 "Christmas Salute" was announced here yesterday by Charles Feldman of Universal, national distributor chairman of the Variety Clubs—Will Rogers Memorial Hospital's annual salute.

Feldman, in making the announcement, said that the Salute is now

(*Continued on page* 2)

N. J. Allied to Submit 3-D Data to National Board

The experiences of New Jersey exhibitors with 3-D pictures will be placed before the national Allied board when it meets in Boston late next week as a point of consideration of whether the board should encourage the continued production of three-dimensional films.

At a membership and board meeting of Allied of New Jersey here yesterday, the consensus was that if 3-D fails as an attraction and disappears from the industry, the fault should not be placed entirely at the doorstep of exhibitors.

The over-all opinion of the members was that 3-D had too much of the "quick buck" element in the medium; that is, that the pictures selected for this type of production did not fit the medium and that it

(*Continued on page* 4)

No Complications Seen for British Remittance Talks

WASHINGTON, Sept. 22.—With spokesmen for both the American film industry and British Board of Trade negotiators holding to the opinion that no serious obstacles to renewal or renegotiation of the pact governing remittance of American film earnings in Britain would be encountered in the meeting opening here tomorrow, indications were that the talks would not be protracted.

The present pact expires Oct. 1. Under its terms, American film companies may convert $17,000,000 in sterling annually, plus one-third of their investments in production in Britain. A year ago the pact was revised to freeze in London the

(*Continued on page* 2)

Altec Sales Drive Begins This Week

Altec Service Corp.'s fifth annual sales drive teed off this week under the chairmanship of L. D. Netter, Jr., general sales manager.

Termed Altec's "ServiScope Sales Drive" in honor of current industry technical developments, it will run for a period of 11 weeks, terminating Dec. 5.

Division managers, branch managers, field representatives and all field engineers will participate. Numerous cash prizes, increased in amount over last year's awards, will be

(*Continued on page* 2)

Concessionaires At Allied Meet

BOSTON, Sept. 22.—Among display concessionaires participating in the convention and trade show of Allied States Oct. 5-7 at the Sheraton-Plaza Hotel, will be:

The Lawrence Organization; Peter Paul, Inc.; National Carbon; Relston, Inc.; Bay State Refrigerator; National Theatre Supply; New England Confectionery; Coca-Cola; Manley, Inc.; Columbia Pictures; Pepsi-Cola; Supurdisplay; Motiograph; Clapper Co.; Winslow Potato Chips;

(*Continued on page* 2)

Attendance of 1,000 Expected at SMPTE Convention Here

A record attendance of more than 1,000 is expected at the 74th semi-annual convention of the Society of Motion Picture and Television Engineers at the Hotel Statler here Oct. 9, the Society disclosed yesterday. The keynote speaker at the five-day conclave will be Henry J. Taylor, commentator for General Motors on the ABC network.

The sessions are open to all representatives of the motion picture and

(*Continued on page* 5)

Arbitration Steps Await Conventions

Although representatives of several exhibitor associations met here Monday night to discuss an industry arbitration system, it was reportedly decided that no official action would be taken until after the national conventions of Allied and the Theatre Owners of America. It is understood that both organizations will discuss the arbitration issue in executive sessions and then report their combined decisions to distributors. The Allied convention will be held in Boston on Oct. 5-7 and the TOA sessions will be in Chicago on Nov. 1-5. It is an open question as to whether those who attended Monday night's meeting were present as individuals interested in arbitration or as official representatives of their respective organizations.

COMPO Starts Campaign for Repeal of Tax

Will Seek to Stimulate Interest in the Drive

In the wake of the conference here Monday of leaders of the Council of Motion Picture Organizations, a program was launched yesterday to revitalize and stimulate the interest and enthusiasm of exhibitors in the field in a new campaign to repeal the Federal 20 per cent admission tax. COMPO leaders who had stayed in the city following the adjournment of Monday's sessions expressed concern over the possibility of a "let-down" in the morale of exhibitors who had been active in the fight for tax repeal.

It was stressed that the Congressional contacts achieved during the first campaign must be preserved and strengthened for the subsequent drive which already is taking shape. A group of COMPO leaders met here yesterday with Robert Coyne, special counsel for the organization, and Al Sindlinger, re-

(*Continued on page* 5)

44 Gala Openings Of 'The Robe' Set Through October

"The Robe" in CinemaScope will open in 44 key domestic situations this month and in October, it was disclosed here yesterday by 20th Century-Fox.

The first CinemaScope production, which has already set a new all-time record for any theatre in the world in its first five days at the Roxy, is being scheduled for release rapidly, it was said.

Three openings are scheduled for

(*Continued on page* 4)

Exclusivity on Bout Made A Court Issue

Decision was reserved here yesterday on a bid to bar a New York independent radio station, WOV, from broadcasting a delayed blow-by-blow account of tomorrow night's Marciano-LaStarza heavyweight title bout, slated to be seen exclusively on theatre TV.

The bid, made before Judge Irving L. Levey of New York Supreme

(*Continued on page* 4)

Personal Mention

CHARLES P. SKOURAS, president of National Theatres, left here yesterday for the Coast.

•

MONTAGUE C. MORTON, United Artists managing director in Great Britain, will sail from here today aboard the "S. S. Queen Mary" for London.

•

BERRY GREENBERG, Warner Brothers International home office sales representative, has returned here from the Far East.

•

SID BLUMENSTOCK, Paramount Pictures assistant national director of advertising-publicity, has returned here from Hollywood.

•

HUGH OWEN, Paramount Eastern and Southern division manager, and AL FITTER, his assistant, will leave New York today for Boston.

•

GEORGE WELTNER, Paramount International president, has returned to New York from Hollywood.

•

NAT HOLT, Paramount producer, returned to the Coast yesterday from New York.

Coast Preview Held For 'Crazylegs'

HOLLYWOOD, Sept. 22. — Hall Bartlett Productions last night previewed its "Crazylegs, All-American," starring the twice-all-American Crazylegs Hirsch as himself in his own life story. Attending were the Los Angeles Rams professional football team, several hundred members of the Rams Club, composed of sports-minded citizens, and sports reporters and columnists in the Ambassador Hotel theatre following a banquet in the Cocoanut Grove.

The picture had to be shown twice to accommodate all the football devotees, who had spent six dollars per plate to attend the event.

'Fury' Opens Today In Jacksonville

The pre-release opening of Warner Brothers' "A Lion Is in the Streets" today at the St. Johns Theatre, Jacksonville, Fla., will be coupled with the world premiere of WB's short-length feature, "Black Fury."

Due to a printer's error in yesterday's MOTION PICTURE DAILY "A Lion Is in the Streets" was incorrectly described as the short-length feature.

Bogart Asks, Gets Pact Termination

HOLLYWOOD, Sept. 22.—Humphrey Bogart today asked for and received a release from the balance of his contract with Warner Brothers, with Bogart and Jack L. Warner issuing statements indicating that termination of the star's 17-year employment was amicable.

Chicago Grosses Are Back to Normal

CHICAGO, Sept. 22. — First-run grosses here have dropped from their recent peaks and settled back to a normal pace, but the openings of "The Robe" at the State-Lake tomorrow and "Martin Luther" at the Loop on Friday are expected to break records for both houses.

Outstanding box-office performances for the week were turned in by "From Here to Eternity," pulling in a powerful $47,000 in its third week at the Oriental; "This Is Cinerama," still selling out at the Palace and topping $46,000; "Houdini" and "Sea Devils," hitting a fine $19,000 in a second session at the Roosevelt, and "Bandwagon," down to a still-good $18,000 in its third stanza at McVickers.

Others doing fairly well are "The Caddy," due for an opening $54,000 gross at the Chicago; "Latin Lovers," paired with "Affairs of Dobie Gillis," at the United Artists, to the tune of $22,000 for the first week, and an action duo, "City of Bad Men" and "Blueprint for Murder," holding up well at $11,000 in a second round at the Grand.

Wohl Named N. Y. Republic Manager

Joseph Wohl has been named Republic's New York branch manager by C. Bruce Newbery, director of sales. Wohl, who had been assistant branch manager, had previously been with Republic Pictures International.

His appointment follows the resignation of William P. Murphy, who will announce a new connection shortly.

Concessionaires

(*Continued from page 1*)

Theatre Candy; Hollywood Curvascope Frame Co.; Mason, Au & Magenheimer Co.; Polaroid; Insta Co.; Ballantyne Co.; Hollywood Brands; Charles Hires; RCA Victor; R. L. Albert & Son; Miracle Whirl Sales; H. R. Mitchell & Co.

Also, Armour & Co.; Apex Beverage; Beech-Nut Packing; Box-office Television; C. I. Brank; Banner Candy Manufacturing Co.; Henry Heide, Inc.; Affiliated Theatres; Drum Rock Specialty Co.; Helios Carbons; Pettinger-Harding; Filmack Trailer; Lenox, Inc.; Ferrara Candy; Terrytoons; Switzer's Licorice; Astor Pictures; Fred W. Amend; United Artists; National-Simplex-Bludworth; 20th Century-Fox; Ettinger Co.; Hershey Chocolate; Alexander Film; Metro-Goldwyn-Mayer; Kraft Foods; Warner Brothers; The Nestle Co.

Altec Sales Drive

(*Continued from page 1*)

augmented by an extra prize of a week's vacation to the winner in each division.

Marty Wolf, Altec assistant general sales manager, will act as national drive captain. Wolf will start a country-wide swing this week to all Altec offices to get the campaign under way.

Balaban Confers At White House

WASHINGTON, Sept. 22. — Barney Balaban, president of Paramount Pictures, will attend a dinner at the White House tomorrow to discuss the American Heritage Foundation's Crusade for Freedom.

NTFC to Honor Gold, Founder, Chairman

Mel Gold, founder, past president and presently board chairman of the National Television Film Council, will be honored by the organization at a luncheon to be held Sept. 30 at the Warwick Hotel here. Heading the roster of speakers will be Edwin H. James, senior editor of "Broadcasting Magazine," and Dr. Alfred N. Goldsmith, chief consultant to RCA, who will be toastmaster.

Gold founded the NTFC in May, 1948, and served as president during the first two years.

'Salute' Group

(*Continued from page 1*)

ready for an earlier start than in previous years. He cited the enthusiastic spirit of the men who readily accepted exchange area chairmanships. Salute scrolls, he added, and other campaign material, are being shipped to exchange area distributor chairmen for distribution.

The national distributors committee, by exchange areas, follows: Albany, Jack Goldberg; Atlanta, William D. Kelly, Jr.; Boston, J. M. Connolly; Buffalo, Stanley Kositski; Charlotte, J. W. Greenleaf; Chicago, William J. Devaney; Cincinnati, Edwin M. Booth; Cleveland, Harry S. Buxbaum; Dallas, H. C. Vogelpohl; Denver, Marvin Goldfarb; Des Moines, Donald R. Hicks.

Detroit, Joe Baringhaus; Indianapolis, Claude W. McKean; Kansas City, Tom Baldwin; Los Angeles, A. Swerdlow; Memphis, Louis C. Ingram; Milwaukee, Lou Elman; Minneapolis, J. T. McBride; New Haven, Jules Livingston; New Orleans, Luke Conner.

New York, L. S. Gruenberg; Oklahoma City, R. B. Williams; Omaha, D. V. McLucas; Philadelphia, Ulrik F. Smith; Pittsburgh, Al Levy; Portland, J. R. Beale; St. Louis, C. D. Hill; Salt Lake City, C. R. Wade; San Francisco, Jack M. Erickson; Seattle, Paul McElhinney; Washington, D. C., Joe Rosen; Florida, Paul Hargette.

British Talks

(*Continued from page 1*)

American distributors' two-year share of Eady Fund collections there, amounting to about $5,900,000. However, it is understood that most if not all of that amount has been used up through permitted uses in England or in other approved ways.

With Britain's gold and dollar balances showing constant improvement, it is not believed here that new restrictions will be demanded and some liberalization is hoped for.

Lt. Gov. Knight Speaker

HOLLYWOOD, Sept. 22.—Lieut. Gov. Goodwin Knight was the guest speaker at the Film Council's regular weekly meeting here today. Chairman Roy Brewer presided.

Goldwyn Clarifies Stand on Veto of Tax Repeal Bill

HOLLYWOOD, Sept. 22.—Asserting that his recent statements on the admission tax may have been misunderstood, Samuel Goldwyn issued the following statement here today:

"I said that I believed President Eisenhower had no alternative except to veto the bill. This was not because I believe the tax should be continued but because, along with the President, I do not believe one industry should be singled out for special consideration.

"I firmly believe the 20 per cent box-office tax should be repealed and the amount of the tax spread equitably among the theatre going public, exhibitors and producers. The reasons for such repeal have been set out fully and clearly by COMPO and it is unnecessary to repeat them here. I am convinced that such action would contribute greatly to the economic health of the motion picture business. The public and our industry would both benefit while the Treasury's apparent loss in revenue would unquestionably be largely made up from greater income tax on theatre and production activities.

"The industry should continue to press for box-office tax relief as part of an orderly overall program of tax revision at the next session of Congress which the Secretary of the Treasury has already indicated is part of the Administration's program. But the motion picture business has always been proud of the fact that it has never thought, nor would it accept, any form of subsidy from the government. Let us not now appear before the public in the role of pleading for special favors from government."

30-Cent Warner Dividend

At a meeting of the board of directors of Warner Brothers Pictures, held here yesterday, a dividend of 30 cents per share on the common stock was declared, payable on Nov. 5 to stockholders of record on Oct. 9.

7 DAYS IN
HAWAII
$441
(from New York), including round-trip transportation and hotel accommodations

Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.

UNITED AIR LINES
Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

"LET'S CELEBRATE THE HOLIDAYS TOGETHER MR. EXHIBITOR!"

M-G-M's Got The Big Holiday-Size Attractions!

The First!

"MOGAMBO"

(*Clark Gable, Ava Gardner—Technicolor*)

COLUMBUS DAY launches the topper to "King Solomon's Mines"! Filmed in Africa!

* * *

"TORCH SONG"

(*Joan Crawford, Michael Wilding—Technicolor*)

Any day is a HOLIDAY when you play it. After "Sudden Fear" everybody's waiting for Joan Crawford's new one—her first in Technicolor!

* * *

"TAKE THE HIGH GROUND!"

(*Richard Widmark, Karl Malden, Elaine Stewart—Ansco Color*)

It sets a New National HOLIDAY! Wait till you hear about the wonderful Texas Premiere!

* * *

"ALL THE BROTHERS WERE VALIANT"

(*Robert Taylor, Stewart Granger, Ann Blyth—Technicolor*)

It's Great for ARMISTICE DAY! One of the year's Biggest! Spectacular romantic adventure!

* * *

"KISS ME KATE"

(*Kathryn Grayson, Howard Keel, Ann Miller—Ansco Color*)

Imagine! It's for THANKSGIVING! All America is waiting for that terrific Broadway musical hit in a Big screen musical!

* * *

"ESCAPE FROM FORT BRAVO"

(*William Holden, Eleanor Parker, John Forsythe—Ansco Color*)

MERRY CHRISTMAS! HAPPY NEW YEAR! It's a REAL holiday attraction no matter when you play it! Big, romantic, spectacular!

* * *

"Let's start the NEW YEAR right!"

"EASY TO LOVE"

(*Esther Williams, Van Johnson, Tony Martin—Technicolor*)

The "Cypress Gardens of Florida" Musical. A Big Happy Technicolor Show for Big Happy New Years Holiday Crowds!

N. J. Allied

(Continued from page 1)

was more of a "promotion" than a regular type of presentation. It was further stated that most of the pictures made in 3-D were, in reality, only second features and that the deals demanded by distributors for such product made it almost impossible to come out on the profit side. The cost of glasses and the glasses, themselves, it was said, were detrimental and the cost of equipment is out of line. Members further claimed that 3-D prints delivered to subsequent-runs were not in good condition.

New Approach Asked

In a post-meeting press conference, president Wilbur Snaper said that members felt that if there were any life left in 3-D, a new approach to the medium must be made in the selection of story material and a transfer to a system which would require only one film strip and one projector.

Snaper said the members were deeply concerned over what he termed "a serious product shortage" among subsequent runs which has been created by extended first-runs. The product shortage situation will be one for critical discussion by the national Allied board and the issue will be presented by Irving Dollinger, the unit's national delegate.

The attitude toward "The Robe" by attending members yesterday was a passive one, as it was considered too early in the picture's run to require comment and too few of the exhibitors had seen the picture.

UA Promotions

(Continued from page 1)

the Selznick Releasing Organization for more than 20 years.

George Ornstein, formerly special representative in Italy, has been transferred to Spain in a similar capacity.

Ornstein's successor as special representative in Italy is Kurt Unger, formerly operating head of Middle East Film Distributors, which handles U.A. product in Israel.

Richard I. Guardian has been appointed district supervisor for the Philippines, Hong Kong and Taiwan, with headquarters in Manila. Guardian was formerly with Paramount in Central America.

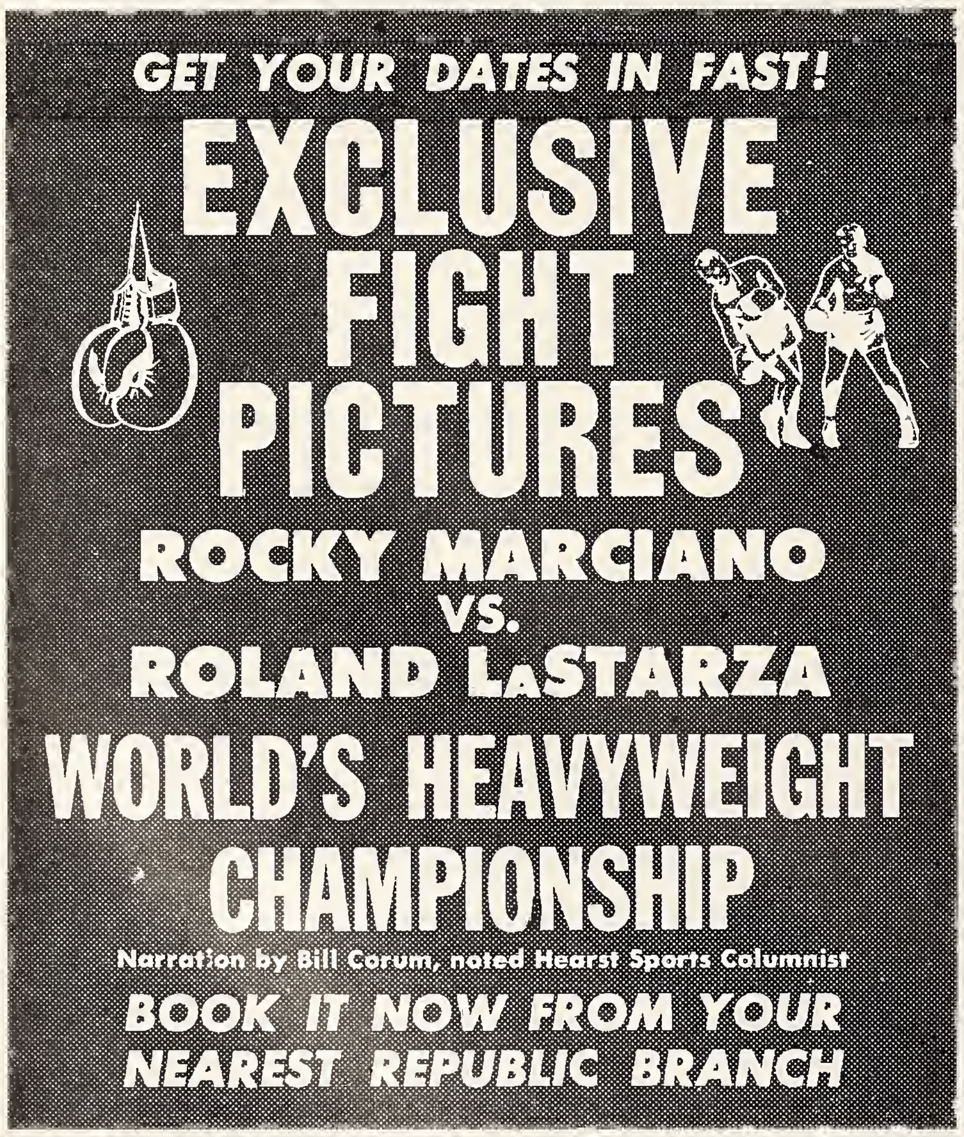
Ron Michaels, formerly joint managing director for Australia and New Zealand—a post he shared with Walter Thorburn, who recently resigned—has been named sole managing director.

Pleskow Heads New Group

Eric Pleskow, formerly special representative in Western Germany, has been appointed general manager of the company's newly established sales organization in the territory, which embraces offices in Frankfurt, Berlin, Munich, Dusseldorf and Hamburg.

Arthur H. Solmson, another newcomer to the U. A. ranks, has been assigned as manager in Hong Kong, replacing W. S. Tsui, resigned. Solmson was formerly manager for RKO Radio and Republic Pictures in the Caribbean area.

Rounding out the new appointments is the promotion of Conrado de Jesus, formerly acting manager in the Philippines, to the post of manager.



GET YOUR DATES IN FAST!
EXCLUSIVE FIGHT PICTURES
ROCKY MARCIANO VS. ROLAND LaSTARZA
WORLD'S HEAVYWEIGHT CHAMPIONSHIP
Narration by Bill Corum, noted Hearst Sports Columnist
BOOK IT NOW FROM YOUR NEAREST REPUBLIC BRANCH

'Robe' Openings

(Continued from page 1)

this week, at the State-Lake, Chicago, today, and the Chinese, Los Angeles, and the Fox, Philadelphia, tomorrow.

With theatre installations of Miracle Mirror screens, stereophonic sound equipment and CinemaScope projection lenses continuing at a rapid pace, the production is slated to open in five additional situations on Sept. 30. Theatres are the Fox, San Francisco; Palace, Dallas; Fifth Avenue, Seattle; Orpheum, Kansas City, and the Harris, Pittsburgh.

First October openings include the Capitol, Washington, Oct. 1; Fox, Atlanta; Fox, Detroit; Buffalo, Buffalo, and the Lyric and Villa, Salt Lake City, all on Oct. 2.

Memorial, Boston; Denver, Denver; Malco, Memphis, and Saenger, New Orleans, Oct. 7. Orpheum, Portland, Ore.; Majestic, San Antonio; Metropolitan, Houston; Hippodrome, Cleveland, and Radio City, Minneapolis, Oct. 8. Criterion, Oklahoma City, and Indiana, Indianapolis, Oct. 9; Paramount, Syracuse, Oct. 13. Albee, Cincinnati, and Worth, Fort Worth, Oct. 15. California, San Diego,; Palace, Rochester; New Baltimore, and Palace, Albany, Oct. 21. Missouri or St. Louis, St. Louis; Fox, Spokane, and Liberty, Beaumont, Oct. 22. Byrd, Richmond, Oct. 27. Fox, Phoenix; Fox, Tucson; Crest, Sacramento; Crest, Fresno, and Paramount, Oakland, Oct. 28. Keith, Dayton; Colonial, Akron, Oct. 29.

Assign Special Police to Handle 'Robe' Crowds

CHICAGO, Sept. 22.—Special police details have been assigned to handle the expected crowds at the Midwest premiere of 20th Century-Fox's "The Robe" tomorrow evening at the State-Lake Theatre here.

Top 20th-Fox representation at the premiere will include Spyros P. Skouras, president; Al Lichtman, distribution director; Charles Einfeld, vice-president in charge of advertising-publicity, and Tom Gillian, Chicago branch manager, who will co-host the opening with John Balaban, president of Balaban and Katz Theatres, and his executive personnel.

More than 200 exhibitors from the Chicago Metropolitan area also will be on hand to witness the event.

Premiere of "The Robe" In Hollywood Today

HOLLYWOOD, Sept. 22.—The most elaborate premiere in local memory will be staged by Fox West Coast for "The Robe" at the Chinese Theatre. Three blocks will be roped off for the ceremonies.

Fight Series

(Continued from page 1)

national Boxing Guild, an association of boxers and managers, is cooperating in the venture, he said.

Rosen stated that an announcement will be made shortly on the line-up for the matches for the first and subsequent events. He said the initial bouts will be telecast from an arena in White Plains, N. Y. Rosen stressed that the fights, which will be in addition to the regular theatre film programs, would be made available at low cost with all wire charges included. He declined to state at this time what the cost to theatres would be. However, it was learned from other quarters that the cost would be less than 50 cents per seat.

Exclusivity

(Continued from page 1)

Court, was filed by the International Boxing Club, Theatre Network Television, Rocky Marciano and Roland LaStarza, against the Wodaam Corp., Ralph Weil and Arnold Hartley, owners and operators of WOV. Involved in the dispute, one of the first of its kind, is the right of the promoters and other interested parties to protect the exclusivity of the theatre TV medium.

Attorneys for the plaintiffs informed the court of an alleged plan by WOV to broadcast the fight by monitoring the event at the Polo Grounds here from neighboring rooftops, with the use of binoculars. It was stated that the IBC has restricted radio broadcasts to a 75-word summary of the progress of the fight every three rounds.

Charles B. McGroddy, counsel for WOV, told the court that the radio station has no intention of broadcasting in the present tense, but in the past tense following the bout.

CHICAGO, Sept. 22.—Advance sales for the large-screen telecast of the LaStarza-Marciano bout Thursday have perked up in the past two days. Balaban & Katz and Essaness executives are optimistic about business at the theatres scheduled to show the fight here. They are confident that last minute sales will virtually fill the theatres showing the event.

Lack of Cable Bars Bout In Portland, Seattle

PORTLAND, Ore., Sept. 22.—Hamrick Theatres were blocked in taking Thursday night's telecast of the Marciano-LaStarza bout in Portland, Tacoma and Seattle, due to lack of cable facilities.

The circuit attempted to get KPTV to relinquish the cable on a 15-minute program during the time of the fight, but the station did not come through with a definite answer in time for the circuit to make arrangements for the telecast.

Out-of-Town Sales for Bout Slow at Grand

ALBANY, N. Y., Sept. 22.—Out-of-town sales for the telecast of the Marciano-LaStarza heavyweight title bout Thursday did not open as briskly at the Grand as they did for the last Marciano-Walcott fight.

Orders, however, were received from such distant points as Winsted, Conn., and Utica, N. Y. It was thought that the announced televising of the bout by the Kallet Drive-in at Syracuse might have an adverse effect on the ticket demand at the Grand.

"SHOWPLACE OF THE EAST"
MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.
- Three dimensional projection
★ Three channel interlock projection
- 16mm interlock projection
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

National Pre-Selling

"LITTLE BOY LOST" is represented by an attractive full-page ad in the current issue of "Life."

"The Cruel Sea," a saga of "H.M.S. Compass Rose," which was torpedoed while on escort duty in the North Atlantic, is reviewed in the same issue. The captain of the "Compass Rose" has a terrifying decision to make: Stop and pick up his drowning compatriots or pursue the enemy submarine in order to save more lives in the future. He pursued the sub.

•

Philip Hartung, when reviewing "Latin Lovers" in October's "Woman's Home Companion" says, "When a beauty like Lana Turner possesses $37,000,000, life offers complications." Very few movie fans' lives are complicated by possessing millions. So it should be interesting to all movie-goers who have all of those financial zeros on the wrong side of the decimal point, just how Lana works out her problems.

•

"From Here to Eternity" was chosen by Florence Somers as the Silver Cup Candidate for the October issue of "Redbook."

•

Ed Miller, in reviewing "From Here to Eternity," for the October issue of "Seventeen," says, "It isn't the sort of movie we usually recommend as a teen-age entertainment but rarely, if ever, has the subject of soldiering in the regular, pre-Pearl Harbor army been treated with such compelling power and compassion. The cast is superb, the direction topnotch."

•

"Roman Holiday's" star, Audrey Hepburn, was interviewed by Dorothy Kilgallen for the Sept. 27 issue of "American Weekly." Audrey says, her childhood in England and Holland helped her to understand how a real princess should look, talk and act but she would rather be an actress than a princess.

•

"Little Boy Lost," "From Here to Eternity," and "The Caddy" are reviewed and illustrated with photographs in the Oetober issue of "McCalls."

•

"Mogambo's" star, Ava Gardner, is snubbed by a grenadier guardsman on duty at the Tower of London, if you take seriously the front cover of "Look's" Oct. 6 issue along with many photographs taken of Ava and the guardsman which appear in the issue.

"Take the High Ground" is represented by a full-page ad in the issue and four other M-G-M pictures receive billing in the ad.

•

"Mogambo" will be represented by a full color page ad in the Oct. 4 issue of "Pictorial Review." "Mogambo" will have its premiere at Radio City Music Hall.

"Sadie Thompson's" star, Rita Hayworth was interviewed by Louella Parsons for the Sept. 30 issue of "Pictorial Review."

•

"The All American's" starlet, Myrna Hansen, who was ehosen Miss U.S.A. in the Miss Universe contest has been named Miss True Story of 1954. *She will appear on the front cover of "True Story's" January issue.*

WALTER HAAS

Tax Repeal

(*Continued from page* 1)

search analyst, for the purpose of modifying and extending the points utilized in the original tax repeal strategy in the light of new developments.

Attending the session with Coyne and Sindlinger were Dalton Burgett of Dunkirk, N. Y.; Roy Cooper, San Francisco; Trueman Rembusch, Indiana; Robert Bryant, Rock Hill, S. C.; Col. H. A. Cole, Dallas, and Pat McGee, Denver. Cole and McGee are co-chairmen of the COMPO tax repeal committee.

A vital project in the new campaign, it was pointed out, will be the supplying of information material to exhibitors in the field for use in discussions with their Congressmen. Plans also were put in motion for the setting up of regional meetings. A tentative plan for the new campaign has been formulated, but it was reported that the details were too nebulous to warrant disclosure at this time. It was further revealed that Cole and McGee were contemplating some changes in the grass roots operations.

The new campaign will not necessitate the establishment of close contacts with Congressional leaders as those contacts were made in the original drive. The way in which the contacts can best be put to use now will be an important part of the new campaign, it was said.

The necessity for fast action in getting the campaign under way was stressed yesterday because Congress will re-convene in a little more than three months. Financial support, however, poses a problem. The question of dues on the part of Allied and Theatre Owners of America members will not be settled until each holds its annual convention, when approval must be given by their membership. The Allied conclave will be held in Boston on Oct. 5-7, TOA will convene in Chicago on Nov. 1-5.

Cole and McGee will remain in New York for the balance of the week to confer further on campaign plans.

SMPTE Confab

(*Continued from page* 1)

television industries. "The unprecedented advance interest in the October meeting is said to reflect the impact of the various new motion picture developments which have created such headlines in recent months," it was said.

SMPTE experts will offer reports on the new motion picture dimensions, stereophonic sound, films for television, theatre television and the dubbing of films into different languages.

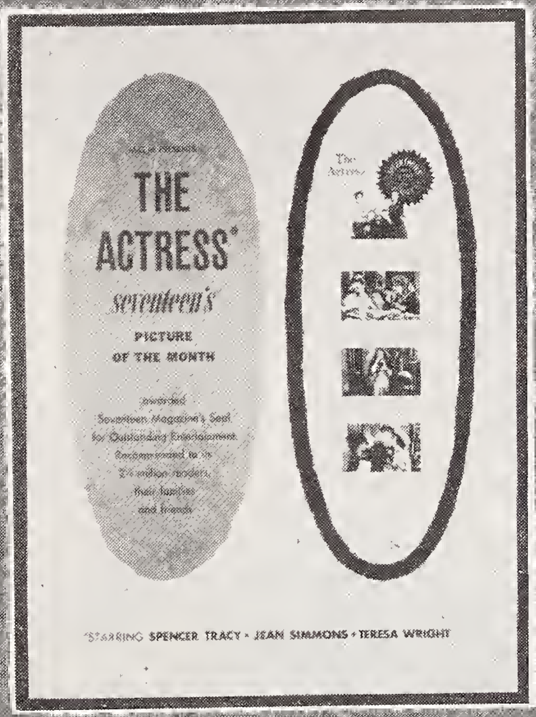
The banquet and dance will take place in the Statler on Oct. 7.

In announcing the address to be made by Taylor, Herbert Barnett, president of the SMPTE, pointed out that the Society had selected the radio commentator, rather than a scientific keynoter, because recent developments have so "broadened the base of operations" of motion picture and television engineering.

Yorke Appointed SMPTE Luncheon-Banquet Head

Emerson Yorke, independent motion picture and television producer, will be luncheon and banquet chairman for the forthcoming convention of the SMPTE.

EXHIBITORS—*write to* seventeen*
for this
FREE ONE-SHEET



and build teen audiences for
seventeen's
October Picture of the Month
THE ACTRESS
starring
SPENCER TRACY • JEAN SIMMONS
TERESA WRIGHT
Screenplay by Ruth Gordon
from her stage play "Years Ago"
Directed by George Cukor
Produced by Laurence Weingarten
AN M-G-M PICTURE

seventeen
THE MAGAZINE THAT SENDS TEENS TO THE MOVIES

**Address requests — Promotion Manager, Seventeen Magazine, 488 Madison Ave., New York 22, N. Y.*

HIS FISTS...
MADE FOR KILLING

HER LIPS...
MADE FOR KISSING

Together they busted the
fight racket wide open!

HERBERT J. YATES
presents

CHAMP FOR A DAY

starring

ALEX NICOL · AUDREY TOTTER

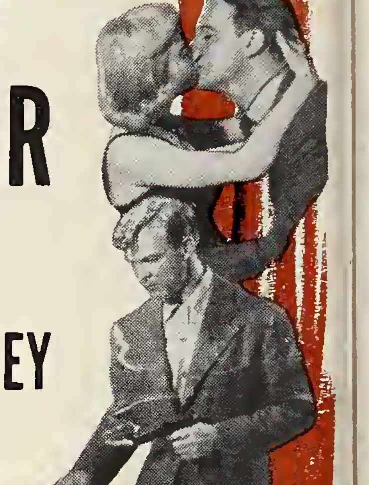
with

CHARLES WINNINGER

HOPE EMERSON · JOSEPH WISEMAN · BARRY KELLEY

Screenplay by IRVING SHULMAN
Based on the Saturday Evening Post Story
"The Disappearance of Dolan" by WILLIAM FAY
Associate Producer-Director WILLIAM A. SEITER

A REPUBLIC PICTURE
Republic Pictures Corporation



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 60 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 24, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

FROM Paramount recently came one of the most reassuring messages to be addressed to exhibitors since their apprehensions were first stirred several months ago by reports of impending cutbacks in production in Hollywood.

•

Speaking to an audience of trade press publishers and editors at the home office recently, Barney Balaban, Adolph Zukor and A. W. Schwalberg related that an additional $7,000,000 to $8,000,000 has been appropriated for expanded production at the studio this year; that the company may increase — and not decrease — its release schedule for the final 1953 quarter, and that the company's program for next year will be tailored to suit the then prevailing market conditions and the amount of product its sales and advertising-publicity departments are physically able to merchandise effectively.

•

Paramount's production policy has been well-geared to the making of quality entertainment. Gone are the program pictures of another day and the more costly, more pretentious productions occasionally made for no better reason than to keep contract talent from remaining idle.

The Paramount ship has been overhauled—"freed of barnacles," was the expression employed by Balaban—to permit the studio to concentrate exclusively on carefully planned productions designed to meet the demands of the selective market of today.

•

How well the company is succeeding in that aim is evidenced by the business being done by such current attractions as "Stalag 17," "Shane," "Roman Holiday," "Scared Stiff," "The Caddy," "Sangaree," "Houdini," "War of the Worlds" and "Arrowhead."

The group comprises the largest number of box-office hits Paramount has had in release in any like period in its history.

Product-wise showmen famil-

(*Continued on page* 2)

See New British Pact, No Renewal at D.C. Meeting

By J. A. OTTEN

WASHINGTON, Sept. 23.—Indications that the expiring agreement governing remittance of American film companies' earnings in Britain will not be renewed in its present form but will undergo several changes arose with the statement of positions by both sides at the initial meeting here today.

The British spokesmen said that while there has been great improvement in Britain's economy the situation still is precarious and full convertibility of the American companies' earnings cannot be offered at this time.

While it was stated that earnings of British pictures in this country could not be predicted and, therefore, liberalization of conversion could not be based on that, there were some indications that an improvement in the amount of money the Americans can take out of Britain might be arrived at from other directions.

However, no specific proposals were made by either side at today's session and the British and American negoti-

(*Continued on page* 4)

Columbia's Billings Of $1¼-Million Set A 33-Year Record

"The greatest one week's billings in its 33-year history, in excess of $1,250,000, was registered by Columbia Pictures in the seven days ending last Friday, Sept. 18," it was revealed by the company yesterday.

Largely responsible for the record total was the beginning of the three-week "extra effort" period, an innovation developed by general sales manager A. Montague. Under Montague's plan, each of the 32 domestic branches selected one of the three weeks between Sept. 11 and Oct. 2 as the

(*Continued on page* 3)

Bars Present Tense Radio Bout Account

Independent radio station WOV of New York was barred here yesterday from giving a running account in the present tense of tonight's Marciano-LaStarza heavyweight title bout, which will be seen exclusively in 45 theatres from Coast-to-Coast on TV.

The decision was rendered by Jus-

(*Continued on page* 4)

Royal Prod. Plans Six on 'The Saint'

A six-picture series on "The Saint," the first of which has already been completed, is planned by Royal Productions, Julian Lesser, president, disclosed here yesterday.

Lesser, in New York to negotiate distribution of his completed film, "The Saint's Girl Friday," said the

(*Continued on page* 3)

Skouras Sees from 50-60 In CinemaScope in 1954

CHICAGO, Sept. 23.—From 50 to 60 pictures utilizing the CinemaScope process will be produced during 1954, Spyros P. Skouras, president of 20th Century-Fox, predicted here today.

Skouras, who met the press prior to the Midwest premiere of "The Robe" at the State Lake Theatre, expressed his belief that at least 6,000 theatres will be equipped for CinemaScope showings by September, 1954.

Al Lichtman, distribution director, who also was present, estimated that the first week's gross for "The Robe" at the State Lake would hit a record $130,000. He also disclosed that "New Faces," the Broadway stage show, will be filmed independently in CinemaScope.

Lichtman told the assembled news

(*Continued on page* 3)

Norwegian Clause on 3-D Debated Here

Whether CinemaScope pictures and films done in other wide-screen processes are included in the 3-D clause in the Norwegian film pact is currently being contested by the Norwegian government, it was learned here yesterday following a foreign managers meeting of the Motion Picture Export Association.

A provision in the Norwegian pact

(*Continued on page* 3)

BriefChairmen On Strategy Of New Tax Drive

COMPO Alerting Field Men For A New Drive

In line with its policy to get the new admissions tax repeal campaign under way as quickly as possible, the Council of Motion Picture Organizations is dispatching campaign material into the field and alerting state and co-chairmen of the tax repeal committee for the work ahead.

A list of questions which Congressmen are likely to ask has been prepared and this list will be augmented. The answers to the questions will be sent to the field chairmen in a forthcoming mailing piece, but in the meantime, the tax repeal committee co-chairmen — Pat McGee and Col. H. A. Cole — have released the questions to the trade press so that exhibitors may study and appraise them.

Among the questions that have occurred to the tax committee are:

What is the present condition of the

(*Continued on page* 4)

Pacific Northwest Unit Joins TOA; 28th Affiliate

Affiliation of the Theatre Owners of Washington, Northern Idaho and Alaska with the Theatre Owners of America was disclosed here yesterday. The new affiliate becomes the 28th unit of TOA and gives the national organization representation in the Pacific Northwest. J. M. Hone of Seattle is the executive secretary of the new unit and Joseph J. Rosenfield of Spokane has been designated as national representative to TOA. The Northwest affiliate plans to send

(*Continued on page* 4)

LeRoy to Be Honored By Brotherhood Unit

Hollywood director Mervyn LeRoy will be the honor guest and the recipient of a World Brotherhood citation at the first motion picture World Brotherhood testimonial dinner, on Oct. 15 in the Beverly Hills, Cal., Hotel. This was announced here yesterday by Dr. Everett R. Clinchy,

(*Continued on page* 3)

Personal Mention

HERBERT WILCOX, British producer, arrived here from England by plane yesterday and will leave for Hollywood on Saturday.

•

Eric Johnston, president of the Motion Picture Association of America, will deliver an address at the annual convention of the National Association of Real Estate Boards to be held Nov. 8-13 in Los Angeles.

•

A. L. Caldwell, governor of the National Film Board of Canada, has been named alternate representative of the Canadian delegation to the eighth session of the General Assembly of the United Nations.

•

Nat Marcus, manager of the Warner exchange in Buffalo, and Mrs. Marcus, have announced the engagement of their daughter, Anita, to Jules Hutner, of Niagara Falls.

•

James E. Scoville, of the Scoville, Essick & Reiff circuit in Cleveland, is the father of a son born to Mrs. Scoville in Tucson, where Scoville is now living in retirement.

•

Robert Wilby, president of Wilby-Kincey Theatres, Atlanta, has returned there following a 47-day cruise to the Orient with Mrs. Wilby.

•

Pandro S. Berman, M-G-M producer, will arrive in New York from Europe tomorrow aboard the "Ile de France."

•

Leo Jaffe, Columbia Pictures assistant treasurer, has returned to New York from Europe.

•

John P. Byrne, M-G-M Eastern sales manager, is in Buffalo from New York.

•

Billy Wilder, Paramount Pictures producer, will arrive here from Hollywood tomorrow.

•

Herman Kass, Universal Pictures supervisor of field exploitation, is in Detroit from New York.

3-D Service, Renting Ended by Gunzburg

HOLLYWOOD, Sept. 23.—Milton L. Gunzburg, president of Natural Vision Corp., today ordered a shutdown of the company's department in charge of renting 3-D production equipment and service to studios. He invited bids for seven complete production units such as used in filming "Bwana Devil" and "House of Wax," stating, "Because of the large amount of 3-D equipment now in the possession of major studios, and others, it is no longer economically feasible for us to maintain 3-D service as costly as is required to meet our high precision standards."

The organization will continue to conduct its other operations, which include the sale of stereophonic sound equipment, 3-D booth and screen equipment, and Polaroid viewers.

Republic Meeting In Chicago Today

The second in Republic's current series of sales meetings called by C. Bruce Newbery, director of sales, will open today at the Blackstone Hotel in Chicago, to continue tomorrow.

Company president Herbert J. Yates will address men from the Midwestern division headed by sales manager Paul Webster and the Southern division under sales manager Walter L. Titus, Jr.

Executives also attending the Chicago session include William Martin Saal, executive assistant to Yates; James V. O'Gara, Metropolitan division sales manager; John P. Curtin, Eastern division sales manager; Douglas T. Yates, vice-president of Republic International; Earl R. Collins, president, and Morton W. Scott, vice-president and general manager, of Hollywood Television Service; Richard G. Yates, assistant director of sales, and Jack Alexander, contract department head. Alfred W. Perry, president and general manager of Empire Universal Films, Ltd., distributors of Republic product in Canada, will also be present.

Branch Managers to Attend

Branch managers in attendance will include: Herbert A. Kaufman, Chicago; Ken Weldon, Des Moines; R. F. Withers, Kansas City; Jack G. Frackman, Milwaukee; J. E. Loeffler, Minneapolis; Harry Lefholtz, Omaha; Jules Livingston, St. Louis; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; John J. Houlihan, Dallas; Nat Wyse, Memphis; Leo V. Seicshnaydre, New Orleans; David Hunt, Oklahoma City; Harold Laird, Tampa.

Following the Chicago meeting, the third and final sales session will be held at the company's Hollywood Studios next Tuesday and Wednesday.

Paramount to Stress 3-D for 'Conquest'

HOLLYWOOD, Sept. 23. — All facilities and resources of Polaroid, Eastman and Technicolor will be brought to bear on the 3-D production of "Conquest of Space" by George Pal, Paramount disclosed here, in the wake of Friday's declaration by Adolph Zukor that the 3-D process has only begun to approach its potential. Loren Ryder, the studio's director of research and engineering, said regarding recent developments in 3-D, "Our new technique brings objects out in the theatre so that the audience can see them, rather than having objects thrown in their faces."

Paramount Has Five Broadway 1st Runs

With the opening of "Little Boy Lost" at the Rivoli Theatre here, Paramount now has five first-run films showing in the Broadway area. The others are "Stalag 17," in its 13th week at the Astor; "Roman Holiday," in its fifth week at Radio City Music Hall; "Arrowhead," in its second week at the Holiday Theatre, and "The Caddy," which today will begin its second week at the Mayfair.

Homemade Screen Is Paying Off

Six months ago this week, Al Pickus gave a premiere of his "homemade" wide-screen installation at his Stratford Theatre, Stratford, Conn., and since then business has been above that of the war years on big pictures, Pickus said yesterday. Over-all grosses have been running more than 40 per cent ahead of the corresponding period last year and Pickus gives full credit to his "AMP-O-Vision," the name he gave to his creation.

Greenthal Handling Ads for Cinerama

After Oct. 1, advertising for Cinerama Productions will be handled by the Monroe Greenthal Agency, reports Lester Isaac, general manager of exhibition for the company.

Included in the operation will be the presentation of Cinerama in 20 American cities before the first of the year, and a trade paper campaign in connection with Cinerama's anniversary. The Greenthal agency will also take over the advertising for Cinerama's playdates in New York, Chicago, Detroit and Los Angeles.

Services Held for Joe Weil, Publicist

Services were held yesterday in Brooklyn for Joe Weil, newspaper writer and industry publicist, who during the past several years handled promotional work for the American Red Cross and other accounts through his own public relations office in the RCA Building.

Weil entered the industry on a special-assignment basis as assistant to the president of Universal Pictures and later was named exploitation manager of the company. He handled the national roadshowing of "All Quiet on the Western Front" and did special work in Europe for "The Hunchback of Notre Dame." For two years he served as advertising, publicity and exploitation director of 380 Universal Chain Theatres.

During World War I Weil was a flying lieutenant with the U. S. Army Air Service. Following the war he edited "Tail Spins," an aviation publication, and was aviation columnist on the New York Telegram.

John Walsh, 46, Shea Pittsburgh Manager

PITTSBURGH, Sept. 23. — John Walsh, 46, manager of the Shea circuit's Fulton Theatre here, died yesterday.

Manager of that theatre since 1937 he had been on sick leave since June 1. Born in Newport, R. I., he was a past chief barker of Variety Club Tent No. 1, Pittsburgh. In addition to being manager of the Fulton from time to time he served on special assignments elsewhere for the Shea circuit. He is survived by his widow and four children.

Tradewise . . .

(Continued from page 1)

iar with the box-office potentialities of the films to be released in the last quarter of this year and early next have reasons for assurance that this record is not to be limited to the immediate future.

Forthcoming releases include "Little Boy Lost," "Those Redheads from Seattle," "Flight to Tangier," "Botany Bay," "Cease Fire," "Here Come the Girls," "Money from Home," "Red Garters," "Forever Female" and approximately 20 other productions either completed or in various stages of preparation, and of like drawing power.

Paramount is to be congratulated on its policy of confidence in the future of the theatres, a confidence that is voiced in maintaining an uninterrupted flow of higher quality product to the screens of the world. It is a course from which showmen everywhere will draw encouragement and inspiration.

Schary Honored at 'Ground' Premiere

SAN ANTONIO, Sept. 23.—Dore Schary, M-G-M and "Take the High Ground" were the subjects of a full-day celebration here today marking the premiere of the picture.

The Texas Heritage Foundation, in tribute to Schary, presented the producer with a scroll lauding him for his film work in praise of the U. S. Infantry. The scroll was accompanied by a rare eight-volume set of books, the military papers of Sam Houston, the state's military hero.

Later today Schary was guest speaker at the Officers Club of Ft. Sam Houston at a dinner attended by top-ranking officers of the Army.

Following the San Antonio presentation, Schary and his party, which includes Richard Widmark, Elaine Stewart and Russ Tamblyn—of the picture—and Howard Strickling, Herman Hoffman, Dan Terrell, Les Peterson and George Murphy—of the studio—left to attend other civic-military premieres at Dallas, Houston and Ft. Worth.

Masonic Rites Held For Bert Reisman

Masonic funeral services were held in Brooklyn yesterday for Bert Reisman, RKO Radio sales representative in South Africa. His brother is Phil Reisman, formerly general manager of the company's foreign department. Burial took place in Greenwood Cemetery.

Among those who attended yesterday's rites were Ned Depinet, Sam Dembow, Rutgers Neilson, Leon J. Bamberger, A. A. Schubart, Harry Gittleson and Arthur Hershkovitz.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

CinemaScope

(*Continued from page 1*)

group that both the Ford Motor Co. and General Motors were negotiating to produce CinemaScope pictures for showing in theatres for their sales conventions. The press conference, held at the Blackstone Hotel, was hosted by Charles Einfeld, vice-president in charge of publicity, exploitation and advertising.

Although the State Lake Theatre did not open its doors until 5:00 P.M., crowds were waiting in line as early as noon. The premiere, which was open to the public, drew huge throngs, necessitating the assignment of special details of police.

Executives of Balaban & Katz estimate a take of $10,000 for three performances this evening, out-grossing any other picture to play three similar performances at the State-Lake.

Skouras and Einfeld said they planned to return to New York tomorrow morning, while Lichtman will proceed to the Coast by plane to attend tomorrow's Hollywood premiere of "The Robe" at Grauman's Chinese Theatre.

Civic Events in L.A. Herald 'Robe' Premiere

LOS ANGELES, Sept. 23. — Culminating eight weeks of intensive exploitation, a three-day civic celebration began here yesterday pointing toward the opening of 20th Century-Fox's "The Robe" in CinemaScope at Grauman's Chinese Theatre tomorrow night.

The festivities mounted today in the Hollywood Chamber of Commerce's celebration of CinemaScope. The C. of C. which has all Hollywood merchants cooperating with advertising window displays and three blocks of searchlights down Hollywood Boulevard, hosted a luncheon for Mayors and editors from 82 Southern California cities.

Guests of honor at the luncheon at the Roosevelt Hotel were producer Frank Ross and CinemaScope inventor Henri Chretien who received plaques and heard reading of resolutions from the Los Angeles City Council and councils of outlying towns commending them, Darryl F. Zanuck and 20th Century-Fox.

Set Big Philadelphia Premiere for 'Robe'

PHILADELPHIA, Sept. 23.—One of the biggest premieres ever held in this city will take place tomorrow evening when 20th Century-Fox's "The Robe" in CinemaScope makes its bow at the Fox Theatre before an invited audience.

Stations WFIF-TV and radio, in a special theatre-front simulcast, will beam highlights of the showing.

'The Saint'

(*Continued from page 1*)

new series will have the same amount of action as the previous series with an additional comedy ingredient introduced. "The Saint's Girl Friday," he said, was directed by Seymore Friedman and features Lewis Hayward.

Lesser, commenting on the role of the independent producer in the current transition stage of new media, said he is fortunate in one respect in that the independent producer can make a much quicker decision on a picture than a major studio and take advantage of market conditions.

To Honor LeRoy

(*Continued from page 1*)

president of World Brotherhood, an organization formed in 1950 to lessen frictions created by national, religious and cultural difference among peoples of free nations.

Jack L. Warner, vice-president of Warner Brothers, has accepted chairmanship of a committee planning the affair. The dinner also will commemorate in Los Angeles the silver anniversary of the National Conference of Christians and Jews.

Dr. Clinchy said that the award to LeRoy represents the first time this honor has been conferred upon a personality identified with the motion picture and theatre world. The citation is signed by officials of World Brotherhood, including Nobel Prize physicist Arthur H. Compton, Paul-Henri Spaak of Belgium and Dr. Clinchy.

'Quo Vadis' Cited

"Mr. LeRoy was nominated for this honor for his direction of 'Quo Vadis,' a film of significance to Christianity and appreciative of Judaism," according to Dr. Clinchy. "The citation is also presented as one to the entire motion picture industry for its interest in the fight against prejudice and discrimination. All the workers, technicians, actors, management and executives who have contributed to the cause of Brotherhood are honored through this award," he stated.

Norwegian Clause

(*Continued from page 1*)

excludes 3-D films from the regular rental terms of 40 per cent to American distributors. The latter contend that the 3-D clause applies as well to wide-screen pictures such as those in CinemaScope, falling outside the regular rental limit.

Meanwhile, reports from Rome state that nine major American companies are on the verge of signing an agreement with the Italian government whereby they will collect an estimated $1,750,000 from hitherto frozen receipts. Under terms of the projected deal with the Italian Ministry of Foreign Trade, the American companies will receive the $1,750,000 for approximately one billion, 200,000 lira, representing a substantial portion of the total blocked lira. The other party of the agreement is the industrial association known as Finmeccanica, which will use the lira received from American film producers as working capital for ship construction in Italy. The deal also calls for a "fee" to be paid by the participating American film firms, representing a loss to them of about 16 per cent, it was stated.

250 Honor Moore at Boston Testimonial

BOSTON, Sept. 23.—In one of the local industry's largest turnouts for a testimonial luncheon, John Moore, Paramount branch manager recently promoted to assistant Eastern division sales manager, was honored today at the Hotel Bradford by more than 250 friends and guests.

Head-table guests were Hugh Owen and Al Fitter from Paramount, Sam Pinanski, toastmaster, Max Levenson, Van Lee, Jack Brown, Walter Milliken, James Connolly, Irving Isaacs, Hy Fine, Arthur Lockwood and Martin Mullin.

The affair was sponsored by the Variety Club of New England.

Polaroid Equipment At Allied Meeting

BOSTON, Sept. 23.—The "Technical Service Program," recently set up by Polaroid Corp. to improve the quality of 3-D projection by making available to exhibitors the latest control techniques and information, will provide the basis for the company's exhibit at the Allied national convention in Boston, Oct. 5-7, at the Sheraton-Plaza Hotel. The Polaroid display will be divided into sections, presenting the service facilities offered by the firm. The first will be devoted to a display of the new Polaroid synchronization monitoring and control devices for the projectionist, including the stroboscopic syncromonitor and control switch; improved projection, focusing and brightness match filters, and a projectionist's manual.

The second will display the various exhibitor aids offered by Polaroid, including one-sheets, stand-up mannequins, brochures for audience distribution, marquee banners and box-office display plaques.

Clark Wins Tourney

KANSAS CITY, Sept. 23. — The fourth annual golf tournament and stag party of the Motion Picture Association of Greater Kansas City, held Monday, drew 141 guests at the dinner in the Saddle and Sirloin Club. Forty-seven film men took part in the golf tournament in the afternoon at the St. Andrews Golf Club, where Kenneth Clark, of National Screen, won the low medal contest for the third time, thereby keeping the Exhibitors Film Delivery cup.

Columbia

(*Continued from page 1*)

week in which to make its "extra effort."

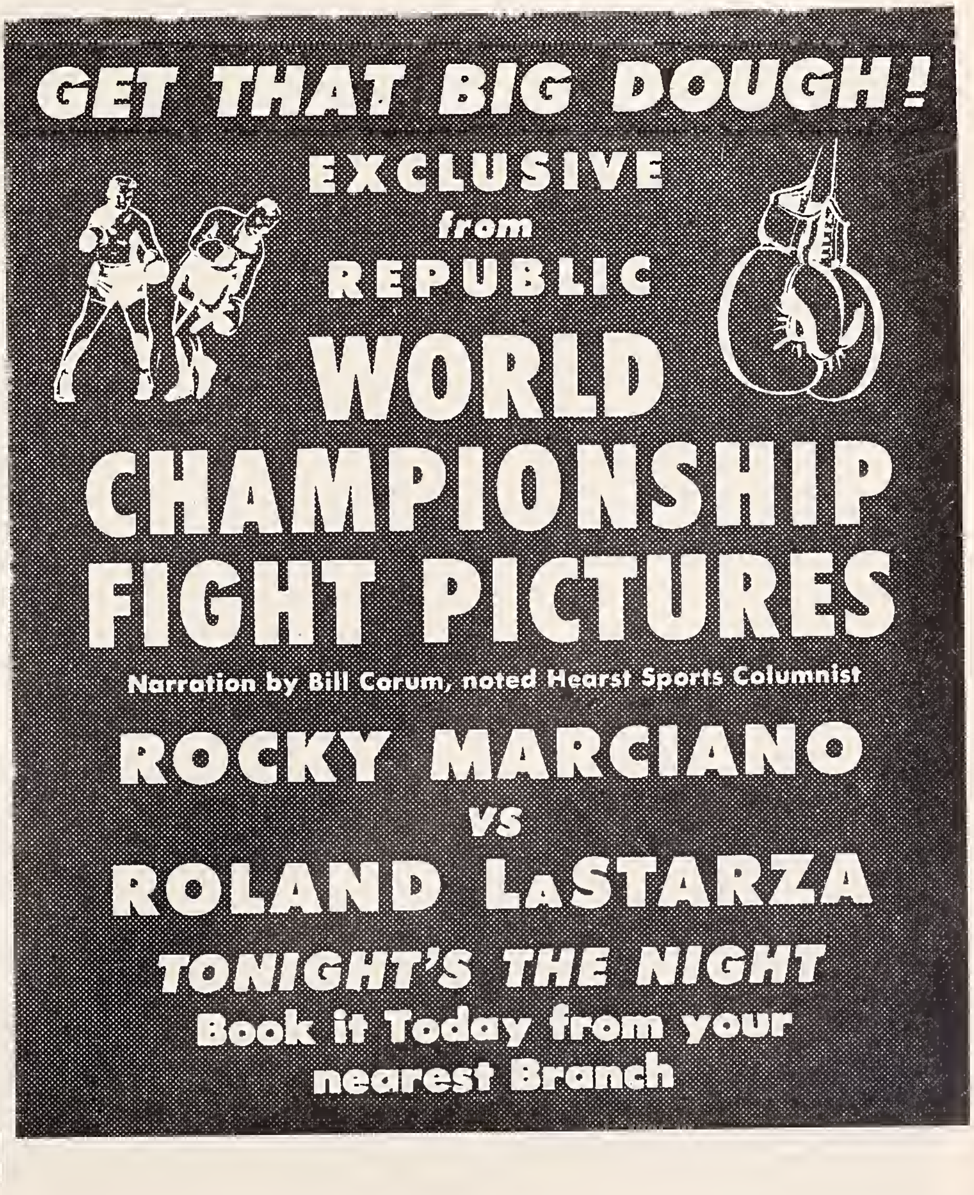
The $1,250,000 record was reached during the first week, which only seven of the 32 branches selected as its "extra effort" stanza. "Even so, the billings exceeded anything ever recorded by Columbia in sales drive weeks when all branches were geared to special stress of bookings," it was said.

"The phenomenal grosses currently being racked up by 'From Here to Eternity' are responsible for this record billing figure," Columbia revealed. "It has played such a limited number of situations that it can claim only a relatively small percentage of the week's outstanding gross." The majority of the credit for the new mark is given to the Columbia releases, headed by "Salome" and the 3-D productions, "Fort Ti" and "The Stranger Wore a Gun," which have been in national distribution for six months.

Reiner Overseas for 'Hans' Openings

Manny Reiner, foreign sales manager for Samuel Goldwyn Productions, will fly to Europe today to attend openings of "Hans Christian Andersen" in Italy, Belgium and Germany.

Reiner also expects to confer with James R. Grainger, RKO Pictures president, and Al Crown, RKO foreign sales chief, who currently are in New York, in three weeks.



GET THAT BIG DOUGH!
EXCLUSIVE
from
REPUBLIC
WORLD
CHAMPIONSHIP
FIGHT PICTURES
Narration by Bill Corum, noted Hearst Sports Columnist
ROCKY MARCIANO
VS
ROLAND LaSTARZA
TONIGHT'S THE NIGHT
Book it Today from your
nearest Branch

Tax Questions

(*Continued from page* 1)

motion picture industry and in what different condition does it find itself from the period of the last campaign?

Could a reduction of the admission tax to 10 per cent save the industry?

How about 3-D and its affect?

How about wide-screen?

Should we approach Congressmen in the future for their support with an additional request that they promise to over-ride a possible veto?

Early this year we predicted that 5,000 theatres or more would close in the succeeding 12 months. Have those theatres closed?

Who will benefit by the repeal of the admission tax—theatres or the public?

How about reports of raised admission prices in theatres?

How about raised admissions for special pictures?

How about television as the cause rather than the admission tax.

How about this suggested tax relief as discrimination in favor of the motion picture industry?

Where will the government get the money if this tax is removed?

How about baseball, the legitimate theatre and other industries? Should not they be included in relief?

How about pictures doing extraordinary grosses as currently reported.

Coyne Cites Theatre Closings

In regard to theatre closings, it was pointed out by Robert Coyne, COMPO special counsel, that for the seven weeks ended Aug. 28, U. S. theatres were closing at the rate of six a day. Coyne said that through Al Sindlinger and his associates a daily check was being made on closings and on those theatres that are operating at a loss but staying open in the hope that tax relief will come.

Meanwhile, instructions have gone out to the field men in regard to the campaign in general. They have been told that it cannot be assumed by any of the President's messages that tax relief is assured. The field men have been told that they should "take nothing for granted" and should proceed on the theory that each Congressman is unpledged in support of a new tax repeal bill. Information as to a national press relations committee, maintenance and extension of state and Congressional district committees and the coordination of campaign activities is being forwarded to the field men.

Cole and McGee yesterday sent a telegram to approximately 120 field chairmen, stressing the necessity of calling on Congressmen personally to thank them for their efforts in behalf of the original tax repeal bill.

Wants Activity Reported

"It is highly important," the telegram read in part, "that we have a report on this activity so that we will know that you are free to enter into the new phase of campaigning directed to action in January. We do not wish to confuse our thanks with any firm requests for support so we feel that the tabulation of those properly thanked is important to you and to us. Naturally, many promises of future support and advice should come from these meetings and it is also important that these be carefully recorded and reported."

Reviews

"Those Redheads from Seattle"

(*Pine-Thomas—Paramount*) *Hollywood, Sept.* 23

THIS first 3-D musical appears to prove the point that the three-dimensional medium should have been introduced in musicals rather than in horror, slugfest and jungle films. Co-producers William Pine and William Thomas have come up with a very good offering and "Those Redheads from Seattle" stands to make a great deal of money, which still is the surest way to prove a point.

The musical is not exclusively a matter of song and dance, to be sure, for there is a Klondike story in the background that includes murder and the usual Far North fixtures, but it is in the musical phase of the production that the film is at its best. And the producers, the showmanliest pair hereabouts, made sure of their exploitation in advance by stocking the cast with names the disc jockies love. There is Teresa Brewer, for instance, a favorite wherever wax is spun, and there are the Bell Sisters, everybody's adopted daughters of song. And there's Guy Mitchell for the reverse side of the coin. The nation's 450,000 juke boxes will be backing up the indefatigable phonograph potentates of the airwaves in behalf of the picture from before release to long after.

The musical numbers in the picture are of both kinds, production numbers (in the Klondike bar-room-dance-hall) and incidental routines, as in the Far North hotel where the redheads and their mother take up lodgings. But in both instances the point that 3-D and music are great for each other is soundly demonstrated.

Rhonda Fleming, as the eldest of the four daughters of Agnes Moorehead, the original redhead from Seattle, is paired off with and sometimes against Gene Barry in the straight-away fiction story of the picture, written for the screen by Lewis R. Foster, who also directed, and Geoffrey Homes and George Worthing Yates. The story concerns a crusading newspaper owner who gets shot down for his pains, and about the family that arrives in the Klondike without knowing he is dead, but it's adequate for the purposes it serves. These are, of course, to supply reasons for the song numbers and for photographing some astoundingly beautiful mountains in the snow country, all of which, like the redheads themselves, look great in Technicolor. Agnes Moorehead's performance is, naturally, the best in the picture, but isn't it always?

Others in the cast are Bill Pullen, John Kellogg, Frank Wilcox, Jack Parker, Roscoe Ates, Michael Ross, Walter Reed and Ed Hand.

Running time, 90 minutes. General audience classification. For October release.

"Take the High Ground"

(*Metro-Goldwyn-Mayer*)

HERE is a fine documentary-style film that resolves its purpose with clarity and distinction. It shows what it is like for raw recruits to go under the rigors of 16 weeks of basic training in the infantry. The main protagonist is a truly tough sergeant who not only lives by the book but seems to have written it as well. However, because of his probing detail, the characters of the men never become fully developed nor intensely interesting. On the other hand, they are distinctive in that the stereotyped soldiers usually found in service pictures are happily missing. There are the rich, the cocky, the Negro, the Texan, the Indian, etc., but, believe it or not, nobody from Brooklyn. Their actions, however, are secondary to those of the army.

Richard Widmark plays the rough, severe professional soldier with all the ferocious and sarcastic ability at his command. His sidekick and friend, with one less stripe and a little more heart, is enacted extremely well by Karl Malden. Widmark, having been through the hell of war, knows that these infantry tyros must come through their training as experienced, crafty and prepared fighting men. Malden feels some humanity would help, too. This and a slight romantic triangle with M-G-M's new glamour threat, Elaine Stewart, provide a temporary falling-out between the two. It's just about the only bit of side-plot in the whole film. And it also shows off Miss Stewart's potential which apparently is plenty.

The scenes which show the training constitute the greater part of the film. They are vivid, explicit and interesting and give the civilian an opportunity to see, in some degree, what military life actually entails. The rifle range, the obstacle courses, gas mask drill, bivouac, "G.I." parties, inspection, drills and other phases are shown.

One of the best bits, though perhaps a little melodramatic for the Army, is where Widmark convinces one of the recruits that he really can hit the target on the rifle range. To prove it, he stands, legs outstretched, and orders the boy to shoot between his legs at the target. He does this, knowing full well that the lad hates him, as do the others, for pushing them so hard. It's well calculated to keep you in suspense.

"Take the High Ground" is a pictorial testimonial to America's soldiers and, as such, merits the attention it is bound to receive. Dore Schary personally produced the film which was photographed in Ansco Color, Herman Hoffman was his associate and Millard Kaufman wrote both the story and screenplay. Richard Brooks skillfully directed the fairly lengthy film on location at Fort Bliss, Texas.

Others in the cast are Russ Tamblyn, Carleton Carpenter, Steve Forrest, Jerome Courtland, William Hairston, Robert Arthur, Maurice Jara, Chris Warfield and Bert Freed.

Running time, 101 minutes. General audience classification. Release date, Oct. 30.

British Pact

(*Continued from page* 1)

ating teams will meet again tomorrow morning at the Motion Picture Association of America offices here.

American spokesmen, answering the British, reminded that the industry here also has its problems, that its position is precarious, too, and that it is obliged to rely to a very important extent on income from foreign markets.

The statements of the respective positions of both sides left observers with the impression that there will be some give-and-take in arriving at a new agreement, out of which both sides may gain.

Today's sessions were limited to two hours in the morning and something less than an hour in the afternoon.

Tomorrow evening MPAA president Eric Johnston will give a dinner and a special screening for the British Ambassador and members of both teams of negotiators.

Johnston is heading the representatives from the Motion Picture Export Association, assisted by George Weltner, Ralph D. Hetzel, Jr., Fayette Allport and G. Griffith Johnson.

The British team is led by Sir Maurice Dean and Sidney Golt, Board of Trade officials. With them are Geoffrey Parker, Richard Sharp, Daniel Jones and Peter Vinter, of the British Embassy staff here. Negotiators for the Society of Independent Motion Picture Producers are president Ellis G. Arnall and James A. Mulvey, chairman of SIMPP's Eastern committee. Gunther Lessing, SIMPP's third representative, was taken ill and could not attend.

Radio Bout Account

(*Continued from page* 1)

tice Irving L. Levey of New York Supreme Court on a bid by the International Boxing Club, promoters of the event, and other parties for a temporary injunction against the radio station. However, Judge Levey granted WOV permission to give a news summary at the end of each round, rejecting IBC's restriction which would only permit 75-word news summaries after every third round.

The case, considered one of the first to take up the issue of theatre TV exclusivity, arose when WOV said that it would not abide by the IBC restrictions. In Tuesday's hearings, an attorney for WOV said that the station planned a blow-by-blow description of the fight following each round, from a vantage point outside the arena. The plan allegedly is to watch the event from neighboring rooftops of the Polo Grounds here through binoculars and report it to the radio audience.

New TOA Unit

(*Continued from page* 1)

three or more delegates to the national TOA convention in Chicago in November.

Groundwork for the affiliation was laid last spring when TOA leaders E. D. Martin and Mitchell Wolfson attended a meeting of the regional organization. At that time the unit voted in favor of joining the TOA but actual affiliation was not confirmed until this week. It is also affiliated with Western Theatre Owners.

In the THEATRE Equipment World . . .

• • *with RAY GALLO*

PROJECTOR aperture plates in the new aspect ratios for wide-screen pictures have been announced by the LaVezzi Machine Works, Chicago. Made for regular Simplex, Super Simplex, E-7, and Century projectors, the new plates are produced in ratios of 1.66-to-1, 1.75-to-1, 1.85-to-1, and 2-to-1. Each is also made in undersize widths, with the width reduced by .025 of an inch to permit filing for keystone conditions. Special files for this purpose are also available from the manufacturer.

•

As a safeguard against the loss through damage or theft of in-car speakers by drive-in theatres, the Round Chain Companies, with headquarters in Cleveland, have announced adaptation of their "Liberty Coil" straight link chain to secure the speakers to their posts. The chains are coated with "Zincilate," a protective coating designed to resist abrasion and rust. They can also be used to protect in-car heaters, with the latter units attached to the same mounting bracket as the speaker.

•

Four new automatic beverage machines have been added to its line by Apco, Inc., New York. One of them is the "SodaShoppe Coffee Bar," shown herewith, which combines the mechanisms of the Bert Mills' hot coffee vendor, and the Apco "4-Drink SodaShoppe" to give the operator an opportunity of vending four cold drinks (carbonated and non-carbonated) as well as hot coffee in all forms (black, black with sugar, with cream only, with sugar and cream), in one machine. The other three machines are of varying capacity for different locations. They include the "4-Drink SodaShoppe" for three carbonated and one non-carbonated drinks; the "8-Drink SodaShoppe" for five carbonated and three non-carbonated drinks, and the "SodaShoppe Junior" for two carbonated, one non-carbonated drinks.

SodaShoppe
Coffee

•

Harry V. Scott of Atlanta, formerly sales promotion manager of the Brock Candy Co., Chattanooga, Tenn., has been named a vice-president of the firm, according to W. E. Brock, Jr., president. Scott will continue to head the sales promotion division of the company from his office in Atlanta. He has been with the firm since 1937, serving as sales representative in Raleigh, N. C., Danville and Richmond, Va., and other Southern cities before becoming sales promotion manager in 1950.

Reviews

"Thy Neighbor's Wife"

(20th Century-Fox)

HUGO HAAS has again assumed the triple chore of writing, directing and producing, and for good measure also took on the job of acting the pivotal role. A maturity of theme and treatment immediately sets "Thy Neighbor's Wife" off from the routine. The picture is always absorbing and offers some sharp impressions of human nature.

Set in a little European town, the story tells of a stuffy and conceited magistrate who learns that another man is in love with his wife and is seeing her furtively. The irate husband plans a devilish revenge. When a local murder is committed, he shapes the evidence so that suspicion falls on the young lover. When the real murderer shows up, the magistrate, caught in a web of scheming, kills him and hurls accusation anew on the young lover. This, however, proves the magistrate's undoing. He avenges himself upon his wife but ends with a hangman's noose around his neck.

Haas gives the role of the magistrate a full-bodied treatment, with Cleo Moore convincingly frightened and confused as his lovely wife. Ken Carlton portrays the lover. The story was based on the novel, "The Peasant Judge," by Oskar Jellinek.

Others in the cast are Kathleen Hughes, Tony Jochim, Tom Fadden, Darr Smith, Oscar O'Shea and Tom Wilson.

Running time, 77 minutes. Adult audience classification. For October release.

"Back to God's Country"

(Universal-International)

THE patron-pleasing formula is refined to the last detail in "Back to God's Country." In color by Technicolor, the story unfolds against the snow-covered expanses of Alaska, and has love, intrigue and sentiment. Rock Hudson and Marcia Henderson are starred as husband and wife who run a schooner that is laden with a fur catch. Most of the action arises out of the nefarious manipulations of Steve Cochran, a villainous young man with a roving eye for Hudson's wife. To insure the success of the picture, the screenplay by Tom Reed weaves an integral part of the narrative around a handsome dog, a Great Dane.

The story is not long underway when it is learned that Cochran is a man whose sinister ambition is matched only by his treachery. Fascinated by Miss Henderson, he goes to great lengths to prevent her and Hudson from leaving their Alaskan port to sail back to Seattle. Finally Cochran conspires to get Hudson out of town, and thereupon grows more aggressive in his desires for Miss Henderson. Becoming progressively more desperate after failures to delay and upset Hudson, Cochran hires gunmen to kill him. Against the background of insidious calculation there are great eye-pleasing elements of outdoor action. The inevitable showdown between Hudson and Cochran takes place but the former comes off the worse because of an additional measure of foul play.

Heading his way back to civilization with his wife to mend a broken leg, Hudson finds Cochran still in murderous pursuit. The job of vengeance against Cochran is eagerly looked forward to by Hudson. However, he is robbed of that pleasure by the Dane who finishes off the insidious Cochran. Howard Christie produced and Joseph Pevney directed.

Others in the cast are Hugh O'Brian, Chubby Johnson, Tudor Owne, John Cliff, Bill Radovich and Arthur Space.

Running time, 78 minutes. General audience classification. For November release.

Heiber, Reardon and Saltz Are Promoted

A series of four Universal Pictures branch manager promotions to become effective Monday, was reported here by Charles J. Feldman, general sales manager, following the resignation of Joseph G. Leon, Philadelphia branch manager, to enter the real estate business.

Edward Heiber, Cleveland branch manager, has been promoted to head the Philadelphia branch. Carl F. Reardon, New Haven branch manager, has been promoted to head the Cleveland branch. Harold Saltz, Philadelphia sales manager, has been promoted to the post of New Haven branch manager. Earl Sweigert who was with Paramount for over 30 years becomes the new sales manager for Universal in Philadelphia.

Cleveland Prices Raised

CLEVELAND, Sept. 23. — Two neighborhood houses, the Garden and the Southern, both owned by General Theatres, have boosted admission scales five cents.

To Pay Tribute to RKO's Cammack

DALLAS, Sept. 23.—A special tribute to Ben Cammack, district manager of RKO Radio Pictures for the Dallas, Oklahoma City and Memphis exchange territories, will be paid during November.

Designated as "Ben Cammack Month," the objective is a maximum number of bookings on both RKO Radio features and short subjects. Sol Sachs, branch manager at Dallas, has been appointed drive leader and he will be assisted by Ralph Williams, branch manager at Oklahoma City, and Reg Reagin, manager at Memphis.

Cammack, who makes his headquarters in Dallas, is a veteran of the RKO sales organization, having joined the company in 1934. He has been district manager in the Southwest since 1942.

N. Y. Corporation Files

ALBANY, N. Y., Sept. 23.—Arthur Lodge Productions, Inc., has registered a certificate here to conduct a film production business in New York.

U. S. Supreme Court Is Asked to Dismiss RKO Grand Ruling

WASHINGTON, Sept. 23.—The Supreme Court has been asked to throw out an Appellate Court decision which would free the Grand Theatre in Chicago from operating under the injunction of the decree in the Bigelow (Jackson Park) case.

The Grand, a wholly-owned RKO Theatres' subsidiary, asked the Chicago District Court to be released from the injunction, which limits to two weeks first-run exhibition for all Loop theatres owned by defendants in the Bigelow case. The Grand claimed it should be released from the injunction because RKO Pictures Corp. effected a divorcement of production and exhibition after the 1947 Bigelow decree.

Original Decision Reversed

The District Court ruled that the Grand was still bound by the terms of the Bigelow decree but the Seventh Circuit Court of Appeals subsequently reversed the decision and remanded the case to the District Court for additional findings.

The petition to throw out the Circuit Court decision was filed with the Supreme Court by Florence B. Bigelow and others.

Reserve Decision in N. Y. Censor Case

ALBANY, Sept. 23.—The Appellate Division has reserved decision after hearing arguments on an appeal from the State Board of Regents' action in upholding Dr. Hugh M. Flick, director of the motion picture division of the State Education Department, in denying a license to exhibit "Teen Age Menace," a story of drug addiction among juveniles, in the state.

Philip F. Barbanell, attorney for Broadway Angels, Inc., distributor of the film, said he would take the case to the state's highest tribunal if he was not upheld by the Appellate Division. Charles A. Brind, counsel for the Regents, termed the film the "most dangerous picture of its kind the Regents have ever seen" in arguing that under the Court of Appeals decision in the "La Ronde" case the state has the power to ban the picture.

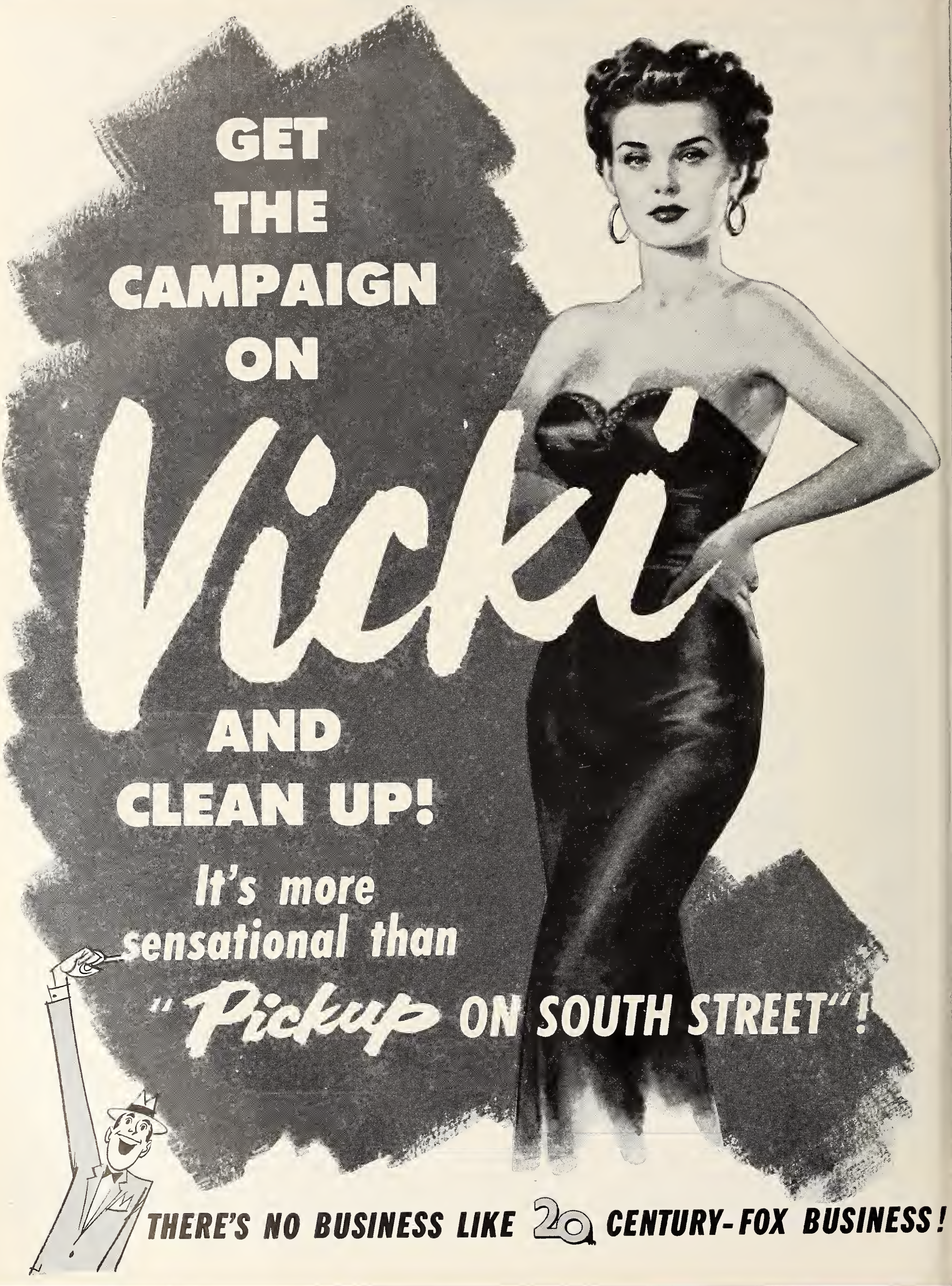
'Worlds' Drive for Indiana, Kentucky

Paramount has launched an extensive advertising - publicity campaign for "The War of the Worlds" in the Indiana-Kentucky territory. In addition to newspaper coverage, radio, television, contests and giveaways are being utilized. Cities to be covered include Indianapolis, Fort Wayne, Bloomington, Louisville and Terre Haute.

The picture opened on Sept. 16 in Indianapolis, on Sept. 17 in Fort Wayne and Louisville; it opened yesterday in Terre Haute and on Saturday will open in Bloomington.

Savini and Roth Confer

Bob Savini, president of Astor Pictures, has completed conferences here with Max Roth, head of Capital Film Exchange, Chicago, regarding distribution of product in the latter territory.


GET THE CAMPAIGN ON
Vicki
AND CLEAN UP!
It's more sensational than "Pickup ON SOUTH STREET"!
THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 61 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 25, 1953 TEN CENTS

Matthew Fox Sets Schedule Of TV Shows

Program Described as '$30,000,000' Group

A producing-releasing program in television was launched yesterday for what was described as a $30,000,000 group of top "name" TV shows, by Matthew Fox, chairman of the board of Motion Pictures for Television, Inc.

Fox made his announcement as the first of the new films being financed by his company, "Duffy's Tavern," with radio star Ed Gardner, started production in Culver City with Hal Roach, Jr., as producer.

"Duffy's Tavern," costing $4,680,000 over a period of three years, will be followed shortly by six additional shows with a total estimated expenditure of $30,000,000, Fox said.

Fox stated that for the first time in TV annals the new Gardner show and subsequent programs will be produced both in Eastman color and in black-and-white, to be ready for an instantaneous switch-over to color television in the future.

The entire group of new MPTV

(*Continued on page* 4)

Independent Sues To Get 'The Robe'

NEW ORLEANS, Sept. 24.—Joy Theatres, Inc., of this city, has filed suit in Federal District Court here to enjoin 20th Century-Fox from licensing its CinemaScope production "The Robe" to the Saenger Theatre here until new bids have been made and opened publicly. Joy also asks that the distributor be directed to award the picture to the highest bidder.

The complaint, which names Para-

(*Continued on page* 3)

See $225,000 for 2nd 'Robe' Week

For the second week of "The Robe" and CinemaScope at the Roxy, which began yesterday, a huge $225,000, exclusive of the admission tax, was estimated by David Katz, Roxy manager.

The official figure for the opening week's gross was given at $264,427, with $52,859 collected for admission tax, making a grand total of $317,286.

14,462 U. S. Houses, 3,950 Drive-ins, 'Almanac' Reveals

As of July, there were 14,462 four-wall theatres and 3,950 drive-ins in the United States, according to statistics in the 1953-54 edition of "Motion Picture and Television Almanac" which was published this week by Quigley Publishing Co. The figures show that more than one-third of the drive-ins are open all year and that the total number of open-air theatres represent an increase of 467 since July of last year. The statistics disclose that there are 647 circuits operating four or more houses.

The 25th edition of the Almanac contains more than 1,000 pages and is made up of 15 sections, edited by Charles S. Aaronson. Recognizing the close relationship of motion pictures and television, the publishers last year incorporated TV data in the volume. This year, that information

(*Continued on page* 4)

U.K.-U.S. Film Pact May Be Set Today

WASHINGTON, Sept. 24. — Negotiations on a new British-American film agreement "continued in an amicable atmosphere" today but no final agreement was reached, according to an official statement by the Motion Picture Association of America.

The talks will be resumed tomorrow morning. United States industry officials taking part in the negotiations said they hoped to finish tomorrow

(*Continued on page* 4)

Marciano's Victory Fine Film Material

Prospects are considered excellent for Republic to release the films showing Rocky Marciano's defeat of Roland La Starza last night by a technical knockout at the Polo Grounds here. An exciting bout from the bell until the TKO in the eleventh round, one of the highlights shows La Starza being knocked through the ropes of the ring shortly before the bout was stopped. The stadium was virtually packed.

'The Robe' Bows in Philadelphia and In Los Angeles

Twentieth Century-Fox's "The Robe" opened in two more situations last night, in Philadelphia and Los Angeles, both premieres being given the "gala" treatment. Meanwhile, the first day's engagement of the picture at the State Lake Theatre in Chicago, following the premiere Wednesday night, was heading for a $14,000 opener yesterday, compared with $7,233 opening day receipts at the same theatre on "David and Bathsheba." The 2,649-seat house is charging $1.25 for matinees and $1.80 for night performances.

The CinemaScope debut in Los Angeles climaxed a week of activities which was crowded with pre-premiere exploitation, television and radio tie-ups and Chamber of Commerce spon-

(*Continued on page* 3)

Box-Office Incentives At Many 'Frisco Houses

SAN FRANCISCO, Sept. 24.—Showmen in San Francisco are making a concentrated bid for business in various ways to bolster their position against the delay in Federal admission tax relief. Public relations, admission price raises, special family prices and free shows are adding up to newspaper headlines.

Earl Long, district manager of United-Paramount Theatres, talked before 50 members of the Motion Picture Council of San Francisco. The group is composed of motion picture chairman of the Federation of Women's Clubs. His talk dealt with the impact of the various innovations of the last year in the industry, including three-dimensional films, CinemaScope, stereophonic sound and other methods of exhibition. This was followed by a question and answer session which prompted Long to say he was "gratified by the interest these women are taking in the problems of the motion picture industry and by their enthusiasm about the future of motion picture theatres."

He feels that with such response, "whenever a representative group desires a speaker on the subject of motion pictures, there should be a definite willingness on the part of exhibitors to respond." The talk was the fifth in a series for Long who ad-

(*Continued on page* 4)

Grosses High For Telecast Of Title Bout

Seen in 45 Theatres in 34 Cities Across U.S.

Sturdy grosses were racked up by theatres carrying last night's telecast of the Marciano-LaStarza heavyweight title bout, with early box-office returns indicating complete sell-outs in at least 25 out of the 45 theatres projecting the event.

On the basis of initial returns, the potential gross of the event was estimated at about $400,000. The telecast was viewed in 34 cities, carried cross-country from New York's Polo Grounds.

Virtual or complete sell-outs were reported in the following cities: Bufgalo, Binghamton, Commack, N. Y.; Asbury Park, Camden, New Orleans, Baltimore, Philadelphia, Milwaukee, Kansas City, Pittsburgh, Miami, Richmond, Los Angeles, San Francisco, Chicago, Washington, Memphis, Cleveland, Omaha and Albany.

The telecast was "blacked-out" in the New York Metropolitan area, resulting in a predicted sell-out at the Commack Drive-in Theatre at Commack, L. I., which installed 10,000 temporary seats, in addition to its

(*Continued on page* 4)

Disney CinemaScope Cartoon a 'First'

Walt Disney's "Toot, Whistle, Plunk and Boom," the first cartoon to be filmed in 20th Century-Fox's CinemaScope process, offers convincing early evidence that the anamorphic lens can endow the short subject with as rewarding visual and entertainment values as it can the feature production.

Shown at the 20th-Fox home office

(*Continued on page* 4)

MGM's Dietz Reports Showmanship Surge

"If the response to our 'Lucky 7' Showmanship Contests can be taken as a criterion, there is a really tremendous upsurge in exhibitor interest in promotion and showmanship," commented Howard Dietz, M-G-M vice-president and director of advertising, publicity and exploitation, in revealing yesterday that more than 575 theatres had sent in entry cards for the show-

(*Continued on page* 4)

Personal Mention

DORE SCHARY, M-G-M studio head, will arrive here Monday from Texas.

•

LEW SHARP of Sharp's Service Station, Cleveland, currently serving film industry members, is the grandfather of a baby girl, SUZAN LYNN, born this week to the HARVEY SHARPS in St. Luke's Hospital.

•

JERRY ALLEY, son of TOM ALLEY, Republic Pictures salesman in Cleveland, has returned there from two years of Army duty in Korea.

•

SAM ZIMBALIST, M-G-M producer, and CURTIS BERNHARDT, director, will arrive here from the Coast early next week and will sail Wednesday for England.

•

RAY RICHMAN, National Screen Service salesman in San Francisco, became the father of a daughter, DEBORAH LAURIE. It is the Richmans' first child.

•

MANNY PEARSON, M-G-M press representative in the Central states division, will leave New York today for his Cleveland headquarters.

•

MERVYN DAVENPORT, manager of the Downtown Paramount in Los Angeles, is the father of a son born to MRS. DAVENPORT on Sept. 11.

•

ROBERT PIROSH, M-G-M director, arrived in New York yesterday from Hollywood, and will leave here tomorrow for Egypt.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has left here for a trip through the Midwest.

•

DAN S. TERRELL, M-G-M publicity manager, will return here at the week-end from Texas.

Herbert Wilcox May Turn to Musicals

British producer Herbert Wilcox may turn to the production of musicals when he completes "Trouble in the Glen," the second picture to be made under his agreement with Herbert J. Yates, president of Republic Pictures, Wilcox said here yesterday. The producer will leave today for Hollywood to confer with Yates on the casting of the picture, which is slated to start shortly after he returns to London in about three weeks. Wilcox arrived here from England Wednesday.

"Trouble in the Glen" will be produced for an exhibition aspect ratio of 1.66 to 1 and in Eastman color.

Musicals will be a new field for Wilcox, but he feels that the market is right for that type of product. He has several musical scripts under consideration but has made no decision as to which will be placed before the cameras first.

SMPTE Award Goes To Wetzel of Minn.

Dr. W. W. Wetzel of the Minnesota Mining and Manufacturing Co. of St. Paul, has been selected by the board of governors of the Society of Motion Picture and Television Engineers as the winner of the 1953 "Samuel L. Warner Memorial Award" of the Society. Dr. Wetzel was named in recognition of his contributions to the development of magnetic tapes and films for sound recording.

The award is presented annually as a memorial to the late Samuel Warner, who with his brothers, Harry M., Albert and Jack L., pioneered in the field of talking pictures.

Presentation of the award to Dr. Wetzel will take place on the opening day of the 74th semi-annual SMPTE convention at the Hotel Statler in New York. The convention will run from Oct. 5 through Oct. 9, beginning with a luncheon meeting and a keynote address by Henry J. Taylor, the radio commentator and author.

Coast Demonstration of Panaphonic Sound

HOLLYWOOD, Sept. 24.—Dorsett Laboratories' panaphonic sound system, developed in collaboration with the Motion Picture Research Council, was demonstrated today at the Paramount studio with Loren L. Ryder, the studio's chief technologist, pronouncing it the "first step in recent months toward simplifying, rather than complicating, presentation of motion picture entertainment. Fortunately, along with this simplification there is economy for producer, distributor and theatre."

Panaphonic system is described as applicable to any standard release print with standard single photographic sound track, and it is declared that sound of this track may be held center screen or moved right or left or to auditorium speakers by a "special method of cueing."

Cinerama Party Is Set for Wednesday

A "first anniversary" performance of Cinerama will be held at the Warner Theatre here next Wednesday evening to mark the first full year for the program on Broadway.

Following the performance, Si Fabian, Lowell Thomas and Lester Isaac will be hosts at a backstage reception for a group of returned Korean prisoners of war and other guests of the Stanley-Warner and Cinerama companies.

FPC Applies for A Television License

OTTAWA, Sept. 24.—The board of governors of Canadian Broadcasting Corp. met in Winnipeg today to hear 12 applicants for new TV stations, including projects in Alberta, Saskatchewan, Prince Edward Island and Eastern and Western Ontario.

Among the applicants was one from Central Ontario Television, Ltd., owned 50 per cent by Famous Players Canadian Corp.

FPC's Fitzgibbons Calls This Era Tops

TORONTO, Sept. 24.—The present era is the greatest in the history of motion pictures. This statement was the highlight of an address delivered by John J. Fitzgibbons, president of Famous Players Canadian Corp., at the annual meeting of the company's managers, partners and associates held at the Royal Alexandra Hotel in Winnipeg. His talk sounded a keynote of optimism that permeated the entire conference.

Fitzgibbons criticized those industry executives of the United States whose pessimism, he said, has actually hurt the business.

Other speakers at the meeting included R. W. Bolstad, vice-president; Frank Gow and Maynard Joiner, of British Columbia; Peter Brown, George Cuthbert and John Ferguson, of General Theatre Supply, and John J. Fitzgibbons, Jr., of Theatre Confections, Inc.

'U' Offering 'Hawk' In 3-D and 2-D

Acting on the premise that "Wings of the Hawk" is effective in the standard print version as well as in 3-D, Universal will release the film in both forms, Charles J. Feldman, general sales manager, disclosed here yesterday. With the present 3-D market pegged at approximately 3,000 theatres, Universal feels that much additional revenue can be realized from 10,000 other potential accounts, it was said.

Meanwhile, Universal's first 3-D picture, "It Came from Outer Space," will be made available in 2-D starting on Nov. 29.

2 Italian Producers Coming for Confabs

Italian film-makers Dino De Laurentis and Carlo Ponti, executive heads of the Ponti-De Laurentis Studios, in Rome, producers of "Anna," will arrive in New York on Sunday for a week of conferences with executives of Italian Films Export regarding further co-production deals with American producers.

The Italian producers also expect to confer with American artists and writers on future productions in Italy, in line with the general Italian film industry policy of engaging top international talent for all of their major productions.

Burstyn Back with 'Fugitive' Citation

Joseph Burstyn, distributor of "Little Fugitive," will return here today from Europe, where, at the Venice Film Festival, he accepted the "Silver Lion Award" for the picture on behalf of the directors, Morris Engel, Ruth Ashley and Ruth Orkin.

"Little Fugitive" has been chosen by the New York Subways Advertising Co. as the "Go See" picture of the month to be featured on cards of 12,000 cars of the New York subways.

Industry Institute Proposed in Canada

TORONTO, Sept. 24.—Recommendations for the creation of a Motion Picture Institute on a national basis will be dealt with at the 1953 convention of the Motion Picture Industry Council of Canada, scheduled for Nov. 24-25 at Toronto.

Announcement of the preparation of a brief on the subject by a special committee has been made, the chairman of the steering group being J. Arthur Hirsch who is president of Consolidated Theatres, Montreal. The proposed institute would conduct public-relations features on a wide scale, the project to be financed by theatre assessments.

Snader and Mel Gold End NTFC Confabs

Plans for expanding the National Television Film Council to include a West Coast chapter bogged down yesterday as Louis D. Snader, president of the National Society of Television Producers, Hollywood, and Melvin (Mel) L. Gold, chairman of the board of the National Television Film Council, were unable to reconcile Snader's reflection of West Coast disagreement with the principal of one organization embracing all entities of films in TV.

Snader prefers an all-producers (film and live) organization. Gold, on the other hand, takes a stand that the National Television Film Council has been successful in maintaining harmony in the industry, while at the same time establishing a form of standardization in business practices because it forms separate committees of the various entities, permits them to thrash out their problems, and to resolve them under the aegis of one organization.

Snader plans to return to Hollywood within a week or 10 days, and another meeting is to be scheduled, in the hope that they can arrive at some meeting of the minds.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

JAMES CAGNEY
A LION IS IN THE STREETS
COLOR BY TECHNICOLOR
in Person
MINDY CARSON
AL BERNIE
NEAL HEFTI and His ORCHESTRA
MAYO BROTHERS
•EXTRA•
RUSTY DRAPER
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac: Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

'The Robe' in Chicago Draws Praise from Newspaper Critics

CHICAGO, Sept. 24.—Press reaction to the opening of "The Robe" here last night ranged from good to highly enthusiastic. Sam Lesner of the "Daily News" hailed it as the advent of a "new era for films," saying that the leaders of the film industry have "the power to make this the most dazzling and dramatically rewarding era in motion picture making," and admonished the readers not to "sit by the TV-side and listen to your arteries harden."

'Magnificent Spectacle'

Ann Marsters of the "Herald-American" called it a "magnificent spectacle," but Doris Arden of the "Sun-Times," giving the picture three and a half stars—four being the highest rating she gives—found CinemaScope "impressive at times, but mildly disappointing to an observer who had been led to expect something more revolutionary."

Mae Tinee of the "Tribune" termed CinemaScope "a development which promises to bring new vistas within camera range and dramatically impressive screen entertainment in the future," although she found the score unduly loud at times and the picture fuzzy in places.

Audience reaction was enthusiastic and business, after hold-outs last night, was brisk in the morning and early afternoon today with $14,000 or more in prospect for the day.

The public is evincing virtually no resistance to the upped price scale, including the $1.80 top after 5 P.M.

'Robe' Bows

(Continued from page 1)

sorships. Seventy extra policemen were detailed to handle the crowds in front of Grauman's Chinese Theatre, scene of the opening. Bleachers on both sides of Hollywood Boulevard were packed with onlookers who watched the arrival of industry, state and civic celebrities.

In Philadelphia, the Fox Theatre sought to rival the colorful New York opening of the picture at the Roxy. The 2,400-seat house was the scene of one of the most festive premieres ever seen in the city, accompanied by all the fanfare and ballyhoo which hail major events. A military band paraded to the theatre, starting off the activities in which leading local and state personalities participated.

Hosts for the Philadelphia occasion were Glenn Morris, Atlantic division manager for 20th-Fox; Harold Seidenberg, managing director of the Fox Theatre, and Sam Diamond, Philadelphia branch manager.

20th-Fox Demonstrates Its CinemaScope in Far East

Preceding openings of "The Robe" throughout the Far East later this year, 20th Century-Fox yesterday staged the first demonstration of the CinemaScope process in that area, at the Roxy Theatre, Hong Kong, before an invited film industry and press audience.

The special showing of the anamorphic lens process, to which some 1,800 theatre owners, operators and journalists were invited, marked the latest in the company's international demonstration series of the process.

Sues for 'Robe'

(Continued from page 1)

mount Gulf Theatres, operators of the Saenger, as a defendant in addition to 20th-Fox, asks $385,000 damages. Presumably that is an estimate of its loss in not being able to license "The Robe" first-run, including the loss of publicity which would accrue to the plaintiff's theatre from the engagement.

A hearing has been scheduled on the action for Oct. 7 before Federal Judge J. Skelly Wright. The plaintiff alleges that it had submitted a higher bid than the Saenger for exhibition of "The Robe" at its Panorama Theatre here. It also charges an agreement on the awarding of pictures exists between 20th-Fox and Paramount Gulf and asks the court to set a reasonable time during which 20th-Fox must license the plaintiff's theatres on second-run.

Griesdorf Presides At Odeon Meeting

TORONTO, Sept. 24. — A wide range of subjects formed the program for the annual Ontario regional conference of Odeon Theatres of Canada at the King Edward Hotel here with general manager Dave Griesdorf presiding, assisted by E. G. Forsyth, assistant general manager; W. C. Tyers of the head-office advertising department, and others.

Discussions on some topics were presented by the managers themselves. T. F. Moran dealt with candy-bar promotion and R. Gardner spoke on Saturday morning "Movie Clubs."

Monday Meeting Set For Action on RKO Bid for Dismissal

A meeting was arranged for Monday with New York Supreme Court Justice Samuel DiFalco on the petition of RKO Pictures to dismiss a minority stockholders action seeking the appointment of a receiver for the company.

The meeting was slated following yesterday's hearing before Justice Irving Levey of the same court. Justice Levey suggested that the hearing on RKO's motion be held before Justice DiFalco, the judge who signed the original complaint.

Monday's meeting between opposing counsel and the judge will seek to set a date for a hearing on RKO's cross-motion. RKO, in its motion, contends a prior and similar action now exists in the Nevada courts, referring to the suit represented by counsel Louis Kipnis.

Screen Disney Feature

Preceded by a dinner at the "21" Club here, a screening of Walt Disney's feature "True Life Adventure" production, "The Living Desert," will be held at the Johnny Victor Theatre Tuesday night for representatives of the trade press.

'Luther' in Third Week

"Martin Luther," which has entered the third week of its run at the Guild Theatre here, grossed $20,763 during its second week, the management disclosed.

PARAMOUNT TRADE SHOWS
Monday, Sept. 28, 1953
• • •
ALAN LADD
JAMES MASON
in
"BOTANY BAY"
A JOHN FARROW Production
Co-Starring
PATRICIA MEDINA
SIR CEDRIC HARDWICKE
Color by TECHNICOLOR
Produced by JOSEPH SISTROM
Directed by JOHN FARROW
Screenplay by JONATHAN LATIMER
From the novel by Charles Nordhoff and James Norman Hall

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	1 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10:30 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2 P.M.

Personal Mention

DORE SCHARY, M-G-M studio head, will arrive here Monday from Texas.

•

LEW SHARP of Sharp's Service Station, Cleveland, currently serving film industry members, is the grandfather of a baby girl, SUZAN LYNN, born this week to the HARVEY SHARPS in St. Luke's Hospital.

•

JERRY ALLEY, son of TOM ALLEY, Republic Pictures salesman in Cleveland, has returned there from two years of Army duty in Korea.

•

SAM ZIMBALIST, M-G-M producer, and CURTIS BERNHARDT, director, will arrive here from the Coast early next week and will sail Wednesday for England.

•

RAY RICHMAN, National Screen Service salesman in San Francisco, became the father of a daughter, DEBORAH LAURIE. It is the Richmans' first child.

•

MANNY PEARSON, M-G-M press representative in the Central states division, will leave New York today for his Cleveland headquarters.

•

MERVYN DAVENPORT, manager of the Downtown Paramount in Los Angeles, is the father of a son born to MRS. DAVENPORT on Sept. 11.

•

ROBERT PIROSH, M-G-M director, arrived in New York yesterday from Hollywood, and will leave here tomorrow for Egypt.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has left here for a trip through the Midwest.

•

DAN S. TERRELL, M-G-M publicity manager, will return here at the weekend from Texas.

Herbert Wilcox May Turn to Musicals

British producer Herbert Wilcox may turn to the production of musicals when he completes "Trouble in the Glen," the second picture to be made under his agreement with Herbert J. Yates, president of Republic Pictures, Wilcox said here yesterday. The producer will leave today for Hollywood to confer with Yates on the casting of the picture, which is slated to start shortly after he returns to London in about three weeks. Wilcox arrived here from England Wednesday.

"Trouble in the Glen" will be produced for an exhibition aspect ratio of 1.66 to 1 and in Eastman color.

Musicals will be a new field for Wilcox, but he feels that the market is right for that type of product. He has several musical scripts under consideration but has made no decision as to which will be placed before the cameras first.

SMPTE Award Goes To Wetzel of Minn.

Dr. W. W. Wetzel of the Minnesota Mining and Manufacturing Co. of St. Paul, has been selected by the board of governors of the Society of Motion Picture and Television Engineers as the winner of the 1953 "Samuel L. Warner Memorial Award" of the Society. Dr. Wetzel was named in recognition of his contributions to the development of magnetic tapes and films for sound recording.

The award is presented annually as a memorial to the late Samuel Warner, who with his brothers, Harry M., Albert and Jack L., pioneered in the field of talking pictures.

Presentation of the award to Dr. Wetzel will take place on the opening day of the 74th semi-annual SMPTE convention at the Hotel Statler in New York. The convention will run from Oct. 5 through Oct. 9, beginning with a luncheon meeting and a keynote address by Henry J. Taylor, the radio commentator and author.

Coast Demonstration of Panaphonic Sound

HOLLYWOOD, Sept. 24.—Dorsett Laboratories' panaphonic sound system, developed in collaboration with the Motion Picture Research Council, was demonstrated today at the Paramount studio with Loren L. Ryder, the studio's chief technologist, pronouncing it the "first step in recent months toward simplifying, rather than complicating, presentation of motion picture entertainment. Fortunately, along with this simplification there is economy for producer, distributor and theatre."

Panaphonic system is described as applicable to any standard release print with standard single photographic sound track, and it is declared that sound of this track may be held center screen or moved right or left or to auditorium speakers by a "special method of cueing."

Cinerama Party Is Set for Wednesday

A "first anniversary" performance of Cinerama will be held at the Warner Theatre here next Wednesday evening to mark the first full year for the program on Broadway.

Following the performance, Si Fabian, Lowell Thomas and Lester Isaac will be hosts at a backstage reception for a group of returned Korean prisoners of war and other guests of the Stanley-Warner and Cinerama companies.

FPC Applies for A Television License

OTTAWA, Sept. 24.—The board of governors of Canadian Broadcasting Corp. met in Winnipeg today to hear 12 applicants for new TV stations, including projects in Alberta, Saskatchewan, Prince Edward Island and Eastern and Western Ontario.

Among the applicants was one from Central Ontario Television, Ltd., owned 50 per cent by Famous Players Canadian Corp.

FPC's Fitzgibbons Calls This Era Tops

TORONTO, Sept. 24.—The present era is the greatest in the history of motion pictures. This statement was the highlight of an address delivered by John J. Fitzgibbons, president of Famous Players Canadian Corp., at the annual meeting of the company's managers, partners and associates held at the Royal Alexandra Hotel in Winnipeg. His talk sounded a keynote of optimism that permeated the entire conference.

Fitzgibbons criticized those industry executives of the United States whose pessimism, he said, has actually hurt the business.

Other speakers at the meeting included R. W. Bolstad, vice-president; Frank Gow and Maynard Joiner, of British Columbia; Peter Brown, George Cuthbert and John Ferguson, of General Theatre Supply, and John J. Fitzgibbons, Jr., of Theatre Confections, Inc.

'U' Offering 'Hawk' In 3-D and 2-D

Acting on the premise that "Wings of the Hawk" is effective in the standard print version as well as in 3-D, Universal will release the film in both forms, Charles J. Feldman, general sales manager, disclosed here yesterday. With the present 3-D market pegged at approximately 3,000 theatres, Universal feels that much additional revenue can be realized from 10,000 other potential accounts, it was said.

Meanwhile, Universal's first 3-D picture, "It Came from Outer Space," will be made available in 2-D starting on Nov. 29.

2 Italian Producers Coming for Confabs

Italian film-makers Dino De Laurentis and Carlo Ponti, executive heads of the Ponti-De Laurentis Studios, in Rome, producers of "Anna," will arrive in New York on Sunday for a week of conferences with executives of Italian Films Export regarding further co-production deals with American producers.

The Italian producers also expect to confer with American artists and writers on future productions in Italy, in line with the general Italian film industry policy of engaging top international talent for all of their major productions.

Burstyn Back with 'Fugitive' Citation

Joseph Burstyn, distributor of "Little Fugitive," will return here today from Europe, where, at the Venice Film Festival, he accepted the "Silver Lion Award" for the picture on behalf of the directors, Morris Engel, Ruth Ashley and Ruth Orkin.

"Little Fugitive" has been chosen by the New York Subways Advertising Co. as the "Go See" picture of the month to be featured on cards of 12,000 cars of the New York subways.

Industry Institute Proposed in Canada

TORONTO, Sept. 24.—Recommendations for the creation of a Motion Picture Institute on a national basis will be dealt with at the 1953 convention of the Motion Picture Industry Council of Canada, scheduled for Nov. 24-25 at Toronto.

Announcement of the preparation of a brief on the subject by a special committee has been made, the chairman of the steering group being J. Arthur Hirsch who is president of Consolidated Theatres, Montreal. The proposed institute would conduct public-relations features on a wide scale, the project to be financed by theatre assessments.

Snader and Mel Gold End NTFC Confabs

Plans for expanding the National Television Film Council to include a West Coast chapter bogged down yesterday as Louis D. Snader, president of the National Society of Television Producers, Hollywood, and Melvin (Mel) L. Gold, chairman of the board of the National Television Film Council, were unable to reconcile Snader's reflection of West Coast disagreement with the principal of one organization embracing all entities of films in TV.

Snader prefers an all-producers (film and live) organization. Gold, on the other hand, takes a stand that the National Television Film Council has been successful in maintaining harmony in the industry, while at the same time establishing a form of standardization in business practices because it forms separate committees of the various entities, permits them to thrash out their problems, and to resolve them under the aegis of one organization.

Snader plans to return to Hollywood within a week or 10 days, and another meeting is to be scheduled, in the hope that they can arrive at some meeting of the minds.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

JAMES CAGNEY
A LION IS IN THE STREETS
COLOR BY TECHNICOLOR
in Person
MINDY CARSON
AL BERNIE
NEAL HEFTI and His ORCHESTRA
MAYO BROTHERS
•EXTRA•
RUSTY DRAPER
PARAMOUNT TIMES SQUARE
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

'The Robe' in Chicago Draws Praise from Newspaper Critics

CHICAGO, Sept. 24.—Press reaction to the opening of "The Robe" here last night ranged from good to highly enthusiastic. Sam Lesner of the "Daily News" hailed it as the advent of a "new era for films," saying that the leaders of the film industry have "the power to make this the most dazzling and dramatically rewarding era in motion picture making," and admonished the readers not to "sit by the TV-side and listen to your arteries harden."

'Magnificent Spectacle'

Ann Marsters of the "Herald-American" called it a "magnificent spectacle," but Doris Arden of the "Sun-Times," giving the picture three and a half stars—four being the highest rating she gives—found CinemaScope "impressive at times, but mildly disappointing to an observer who had been led to expect something more revolutionary."

Mae Tinee of the "Tribune" termed CinemaScope "a development which promises to bring new vistas within camera range and dramatically impressive screen entertainment in the future," although she found the score unduly loud at times and the picture fuzzy in places.

Audience reaction was enthusiastic and business, after hold-outs last night, was brisk in the morning and early afternoon today with $14,000 or more in prospect for the day.

The public is evincing virtually no resistance to the upped price scale, including the $1.80 top after 5 P.M.

'Robe' Bows

(*Continued from page 1*)

sorships. Seventy extra policemen were detailed to handle the crowds in front of Grauman's Chinese Theatre, scene of the opening. Bleachers on both sides of Hollywood Boulevard were packed with onlookers who watched the arrival of industry, state and civic celebrities.

In Philadelphia, the Fox Theatre sought to rival the colorful New York opening of the picture at the Roxy. The 2,400-seat house was the scene of one of the most festive premieres ever seen in the city, accompanied by all the fanfare and ballyhoo which hail major events. A military band paraded to the theatre, starting off the activities in which leading local and state personalities participated.

Hosts for the Philadelphia occasion were Glenn Morris, Atlantic division manager for 20th-Fox; Harold Seidenberg, managing director of the Fox Theatre, and Sam Diamond, Philadelphia branch manager.

20th-Fox Demonstrates Its CinemaScope in Far East

Preceding openings of "The Robe" throughout the Far East later this year, 20th Century-Fox yesterday staged the first demonstration of the CinemaScope process in that area, at the Roxy Theatre, Hong Kong, before an invited film industry and press audience.

The special showing of the anamorphic lens process, to which some 1,800 theatre owners, operators and journalists were invited, marked the latest in the company's international demonstration series of the process.

Sues for 'Robe'

(*Continued from page 1*)

mount Gulf Theatres, operators of the Saenger, as a defendant in addition to 20th-Fox, asks $385,000 damages. Presumably that is an estimate of its loss in not being able to license "The Robe" first-run, including the loss of publicity which would accrue to the plaintiff's theatre from the engagement.

A hearing has been scheduled on the action for Oct. 7 before Federal Judge J. Skelly Wright. The plaintiff alleges that it had submitted a higher bid than the Saenger for exhibition of "The Robe" at its Panorama Theatre here. It also charges an agreement on the awarding of pictures exists between 20th-Fox and Paramount Gulf and asks the court to set a reasonable time during which 20th-Fox must license the plaintiff's theatres on second-run.

Griesdorf Presides At Odeon Meeting

TORONTO, Sept. 24. — A wide range of subjects formed the program for the annual Ontario regional conference of Odeon Theatres of Canada at the King Edward Hotel here with general manager Dave Griesdorf presiding, assisted by E. G. Forsyth, assistant general manager; W. C. Tyers of the head-office advertising department, and others.

Discussions on some topics were presented by the managers themselves. T. F. Moran dealt with candy-bar promotion and R. Gardner spoke on Saturday morning "Movie Clubs."

Monday Meeting Set For Action on RKO Bid for Dismissal

A meeting was arranged for Monday with New York Supreme Court Justice Samuel DiFalco on the petition of RKO Pictures to dismiss a minority stockholders action seeking the appointment of a receiver for the company.

The meeting was slated following yesterday's hearing before Justice Irving Levey of the same court. Justice Levey suggested that the hearing on RKO's motion be held before Justice DiFalco, the judge who signed the original complaint.

Monday's meeting between opposing counsel and the judge will seek to set a date for a hearing on RKO's cross-motion. RKO, in its motion, contends a prior and similar action now exists in the Nevada courts, referring to the suit represented by counsel Louis Kipnis.

Screen Disney Feature

Preceded by a dinner at the "21" Club here, a screening of Walt Disney's feature "True Life Adventure" production, "The Living Desert," will be held at the Johnny Victor Theatre Tuesday night for representatives of the trade press.

'Luther' in Third Week

"Martin Luther," which has entered the third week of its run at the Guild Theatre here, grossed $20,763 during its second week, the management disclosed.

PARAMOUNT TRADE SHOWS
Monday, Sept. 28, 1953
• • •
ALAN LADD
JAMES MASON
in
"BOTANY BAY"
A JOHN FARROW Production
Co-Starring
PATRICIA MEDINA
SIR CEDRIC HARDWICKE
Color by TECHNICOLOR
Produced by JOSEPH SISTROM
Directed by JOHN FARROW
Screenplay by JONATHAN LATIMER
From the novel by Charles Nordhoff and James Norman Hall

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	1 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10:30 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2 P.M.

Disney

(Continued from page 1)

Little Theatre yesterday, the 10½-minute cartoon, in color by Technicolor, evoked applause from an audience of critics.

The subject matter, a classroom lecture and demonstration of the evolution of music and musical instruments, lends itself well to stereophonic sound. The huge Miracle Mirror screen is equally enriching to the animated cartoon. It would make an excellent program accompaniment in theatres playing "The Robe" or subsequent CinemaScope productions.

Cartoon characters and effects were enhanced, particularly in several illusions of depth. All phases of projection of the color subject were excellent. Apparently made especially for the CinemaScope ratio, many excellent effects were designed and achieved by the animators, both to use the wide-screen to the ultimate and to introduce contrast by employing only minor portions of it. Several brief sequences employed interesting dual scenes simultaneously, without any suggestion of unnatural visual effect.

Audiences should find this "first" a real treat.

C. August Nichols and Ward Kimball directed, from a story by Dick Huemer, utilizing the blue Owl character and students previously seen in Disney's stereoscopic Adventure in Music cartoon, "Melody." The CinemaScope musical fantasy goes on to introduce new characters, among them a quartet of cavemen who purportedly gave with the first "toot, whistle, plunk and boom."

Music is by Joseph Dubin and songs by Sonny Burke and Jack Elliott.

SHERWIN KANE

British-U.S. Pact

(Continued from page 1)

but were by no means certain of doing this.

The negotiators met for almost three hours this morning and again for more than one hour this afternoon. Spokesmen for both MPAA and for the Society of Independent Motion Picture Producers, who are doing the negotiating with British government officials, said today's session "got down to hard bargaining."

Between the two sessions, the negotiators were guests at a luncheon given at the Mayflower Hotel by SIMPP president Ellis Arnall.

Krim to Coast

Arthur Krim, president of United Artists, will leave here for the Coast on Oct. 5 and upon his return to New York will go to Europe to discuss further co-production deals. He was scheduled to go to the Coast last week but deferred his trip.

10,000 SQ. FT. ▶ 33 W. 60th St.
Off Columbus Circle
Post Office in Building

• 4 STANDARD FILM VAULTS •
MODERN BUILDING
A.C. - D.C. Current—Light on 3 Sides
Supt. on Premises

BONAFIDE ESTATES, INC.
295 Madison Avenue — LE 2-4240

Reports on Title Bout

(Continued from page 1)

1,000-car capacity, for the event. The Commack Drive-in charged $3.60 per person, including tax.

Here are some of the early field reports, relayed before fight time:

CHICAGO—Two of the four theatres showing the La Starza-Marciano fight tonite were virtually assured of sell-outs at mid-afternoon today, with the 1,225-seat Essaness Crown having sold 785 seats and the 3,978-seat B. & K. Marbro having sold over 3,000 tickets by 2 P.M. The B. & K. Uptown, although running behind the Marbro, appeared to have a good chance to sell out its 4,320 seats, and the circuit's 3,520-seat Tivoli which has been successful with past championship bouts on large-screen TV was lagging behind in sales for tonight's fight, although circuit executives were hopeful that the theatre would draw at least a two-thirds' capacity house. The Crown is charging $4.80 for the event, the other three houses $3.60, both including tax.

MEMPHIS—Advance ticket sales totalled 400 three hours before fight time at the Sunset Drive-in West Memphis, Ark., for the world championship fight telecast. Admission was $3.60 per person including tax.

WASHINGTON — The Warner Theatre here, showing the championship bout tonight, was sold out at 9:15 P.M. A total of 1,980 seats were sold at $3.60. with 170 priced at $4.80. It was estimated that 150 would buy standing room at $3.60 for a total gross of $7,000.

BUFFALO.—The Marciano-La-Starza title bout telecast was a sell-out here at the Center Theatre early on the morning of battle. The fight was widely advertised throughout Western New York and along the Canadian border, going as far as Hamilton, Ontario. Prices at the Center, which seats 2,185, were $3.00 for orchestra or balcony and $3.60 for loges. Several hundred standing room tickets were sold after 10:00 P.M. tonight and the gross was close to $7,000. Doors were closed at 6:00 P.M. to prepare for the telecast and reopened at 9:00 P. M. Shorts were shown from 9:30 to 10:15.

PHILADELPHIA.—The Stanley Theatre, with 3,000 seats, sold out at $3.90 per seat. The gross was estimated at $11,700.

BALTIMORE. — The Stanley Theatre was completely sold out early this morning on a reserved seat basis, it was reported by Rodney Collier. Tickets sold at $3.60, including tax, with a 2,900 capacity. Standing room was offered at the same $3.60.

NEW ORLEANS. — Paramount Gulf officials predicted a sell-out at the Saenger, which seats 3,000. It is the first theatre television in Louisiana. The Marciano-LaStarza fight film is billed to open Saturday at the Panorama Theatre at popular prices.

OMAHA—William Miskel, manager of the Orpheum Theatre here, estimated yesterday afternoon that the 3,000 seats would be two-thirds filled for the telecast of the championship bout. A price of $2.50, plus tax, is in effect.

MILWAUKEE.—Advance ticket sales at both the Riverside and Warner Theatres went strong. A complete sell-out for the telecast was seen. The price scale was $3.00, including tax. The approximate seating capacity at each theatre is 2,500.

KANSAS CITY.—Advance sales point to a sell-out at the Ashland Theatre tonight. The price is $3.60, including tax. Seats are not reserved.

ALBANY, N. Y.—Fabian's 1500-seat Grand was sold out for tonight's telecast at $3.60 for the Marciano-La Starza bout. Out of town sales were reported.

The three-floor house was 75 per cent occupied by 8:30 P.M., seats being unreserved.

CLEVELAND—Indications point to near sellout at both the 3,000-seat Allen with an $8,000 gross, and the 3,500-seat Hippodrome, with $10,000. The $3.60 scale, including tax, for all seats at both houses includes a picture program before and after the fight. No seats were reserved in advance. All Stanley Warner theatres in this area sold advance tickets.

$30,000,000

(Continued from page 1)

programs will be made available only to local television station operators, rather than national networks, it was said.

"Duffy's Tavern" will be produced as a series of 117 filmed programs at the rate of 39 a year for three years. Each program will cost $40,000, making a total expenditure of $4,680,000.

Two Exhibitors Killed

INDIANAPOLIS, Sept. 24.—Dennis H. Long, secretary-treasurer the Fourth Avenue Amusement Co., Louisville, and treasurer of the Greater Indianapolis Amusement Co., was killed in a car-truck crash near Seymour today while enroute here for a business meeting. He was 70. Edward S. Huber, 44, of Louisville, purchasing agent for theatre companies, also died in the collision. Long is survived by his widow and a son, D. Irving Long, executive vice-president of Fourth Avenue.

'Almanac'

(Continued from page 1)

has been expanded and revised . Executive and talent personnel in the television field have joined the thousands of motion picture names in the "Who's Who" biographical section of the book.

Other reference divisions are those covering corporations, drive-ins, television, pictures, award and poll winners, services, equipment, industry organizations, codes, world markets, the press, non-theatrical enterprises, and others.

The television section notes that there were 24,292,600 U.S. homes with television sets as of June 1. Total revenue of the TV industry in 1952 was reported at $324,000,000, a 38 per cent increase over the previous year.

'Frisco

(Continued from page 1)

dressed the Marin County Federation of Women's Clubs, the Junior Chamber of Commerce workshop group, a high school assembly and a talk before the current affairs group of the University of California.

When the Paramount Theatre brought in "Roman Holiday," it also inaugurated a general admission price raise from 65-90 cents to 65-95 cents.

District manager W. W. Coovert of Golden State Theatres, announced a "Family Bargain Night" policy of admitting any family of any size to the Granada, Amazon and Serra theatres any Tuesday night for one admission price of $1. "This family package deal has been designed to match the small budget of the large family," Coovert said, "and will permit them to occupy any seats in the three theatres." The houses are neighborhoods and the price of admission on other than Tuesday night for a child under 12, is 20 cents at each theatre with the adult admission at the Granada being 55 cents and at the Amazon and Serra, 50 cents.

Reported in Newspapers

Announcement was made by newspaper stories and special ads that "You Can Get in Free at the Vogue." Irving M. Levin, divisional director of San Francisco Theatres, made the announcement in what was termed by the press as an unusual gesture, that anyone who could not afford the admission price at the Vogue to see "Forbidden Games," could get in free. He said, "The company feels that "Forbidden Games" is such a trenchant anti-war film that it should be seen by everyone, and that the inability to raise the price of a ticket should not stand in the way." The final two weeks of the film's engagement have been set aside for the special "guest admission" policy.

For some time past theatres in this city have raised prices on special films.

Dietz Reports

(Continued from page 1)

manship competition. "We've had other contests in the past, but nothing to compare with this one," added Dietz.

The first completed campaigns on "Mogombo" have begun to pour into M-G-M contest headquarters here. "Torch Song" will be the second of the "Lucky 7" and this will be followed by "Take the High Ground."

Oscar A. Doob is handling the contest for M-G-M.

Dietz and his staff have completed plans for launching Joan Crawford's "Torch Song" in a three-city world-premiere pre-release unveiling operation. In each of the cities, a different selling approach is being used as a local advertising point.

In Syracuse, "Torch Song" is being emphasized as a musical. The singing and dancing Crawford is being sold through all media. In Columbus, the off-beat love story is the key and the dramatic impact of the picture is being played up. In Richmond, a combination of both appeals is being used. These openings, being nearly a month ahead of release date, will give M-G-M a chance to evaluate the selling approach and level on the best box-office angle before general release.

"Torch Song" will have its New York premiere at Loew's State in mid-October.

'Regular-Use' Bid For Video Cable Deferred by BOT

Box-Office Television, which is currently selling the Notre Dame theatre telecasts, has temporarily deferred its request to lease cable facilities on a regular-use basis, it was disclosed here by Bill Rosensohn, BOT sales manager.

Rosensohn said the decision to postpone the bid, perhaps until after the first of the year, was made following assurances from A. T. & T. that long-line facilities would be available in most situations requested. It was also pointed out that the number of theatres which have signed up for the series does not warrant the hiring of line facilities on any basis but an occasional-use one. As of this date, it was stated, 10 theatres have joined the BOT net, with another five or eight expected to enter before the series begins.

A new factor, "The Robe" and CinemaScope, has entered the theatre TV picture, it was stated, with many theatres reluctant to give up Saturday afternoon if they have booked "The Robe." A number of situations which originally planned to join the BOT net declined following projected booking dates for "The Robe," it was stated.

Meanwhile, BOT announced that sportscaster Harry Wismer has been signed to do the Notre Dame telecasts.

23 Special Dates for 'The Beggar's Opera'

Following its American debut at the Baronet Theatre in New York where it is now in its fifth week, Warner Brothers has set 23 special engagements for the British-made "The Beggar's Opera," color in Technicolor musical starring Laurence Olivier.

Engagements, which are set to begin through the next three weeks, are in Los Angeles, Pittsburgh, Cincinnati, Philadelphia, Boston, Albany, Washington, Columbus, Rochester, Syracuse, Dayton, Detroit, San Francisco, Minneapolis, Portland, Chicago, Denver, Champaign, Ill., two simultaneous dates in St. Louis, Lawton, Okla., Houston and Dennison, Texas.

'Movieland, U.S.A.' At Allentown Fair

ALLENTOWN, Pa., Sept. 24.—The annual Allentown Fair has scheduled as one of its feature events this year a revue, entitled "Movieland, U.S.A.," depicting the growth of the motion picture industry. The fair, which is now in progress, will stage the revue in an 80-by-90 foot tent. It will trace the growth of the industry from the "roaring 20's" until the present.

Cinerama to Bow at Philadelphia Oct. 5

PHILADELPHIA, Sept. 24.—Red carpets, velvet first-night ropes, searchlight beams crossing in mid-air and flowers in profusion will mark the debut of Cinerama at its local premiere performance at the Boyd Theatre on Monday, Oct. 5. There will be a special public service telecast from the Boyd lobby. Lowell Thomas, one of those behind Cinerama, will interview some of the first nighters.

Australian Owners Relieved of Tax

SYDNEY, Sept. 20 (by Airmail).—The entertainment tax in Australia will be abolished Oct. 1. Sir Arthur Fadden, Federal Treasurer, announced in Parliament that the abolition is part of a tax-cutting budget to give relief to film companies. Jubilation over the tax elimination, however, is tempered with caution as state governments are expected to enter this now vacated tax field. Before 1942 all states imposed their own taxes, alongside Federal taxation, but as a wartime measure, uniform taxes came into being when the states voluntarily surrendered their powers to the Government.

25 Productions in Work on the Coast

HOLLYWOOD, Sept. 24. — The production chart dropped one point, for a total of 25 pictures in work. Three new pictures were started and four were completed.

Started were: "The Kiss and the Sword" (Esskay Pictures), Columbia; "The Mad Magician" (Edward Small), Columbia, and "Johnny Dark," Universal-International.

Completed were: "Riot in Cell Block 11," Allied Artists; "Hell's Half Acre," Republic; "Prince Valiant," 20th Century-Fox, and "Rear Guard," Warner Brothers.

Ball, Arnaz Named RTRAC Chairmen

HOLLYWOOD, Sept. 24.—Lucille Ball and Desi Arnaz, video and film players best known for their "I Love Lucy" programs, will serve as campaign chairmen of the Radio-Television-Recording-Advertising Charities, Inc., drive for 1953. Don B. Tatum, president of the philanthropic organization, stated that the radio team will start their campaign activities immediately.

RTRAC conducts its single annual campaign of group-giving on behalf of eight major charities. Beneficiaries are the Community Chest agencies, American Red Cross, American Heart Association, American Cancer Society, City of Hope, Sister Kenny Foundation, United Cerebral Palsy Association and the YMCA of the city of Los Angeles.

Last Locust St. Unit Shuts in Des Moines

DES MOINES, Sept. 24. — The Family Theatre, last of three film houses along Locust Street here, has been closed by Harry Hiersteiner, who operated it independently for many years. Closed earlier on the downtown street were the Rocket and the Strand.

To Head Radiant Plant

CHICAGO, Sept. 24. — Julius Silverman, formerly of Bell & Howell and business manager for a Chicago welfare agency, has been named manager of the new plant of Radiant Manufacturing Corp. He will be in charge of the manufacture of theatre screens.

THE TOWN
WILL BE DESERTED
On TUES. SEPT. 29th

. . . for EVERYBODY who is ANYBODY
in the Entertainment World
will be at the
ENTERTAINMENT INDUSTRY
annual
GOLF TOURNAMENT
sponsored by
NEW YORK VARIETY TENT
at the
WESTCHESTER
COUNTRY CLUB
RYE, NEW YORK

—ECONOMY NOTE—
If you enter NOW it is twenty greenbacks
which includes Everything
. . . If you wait until the day of the tournament
It's 25 BUCKS

AND NO FOOLING!
PRIZES — FUN — AND MORE PRIZES
Enter NOW! Only 200 Can Play

FORE!

I'll Be There!

Here is my entry and $20 for the Entertainment Industry's Golf Tournament to be held Tuesday, September 29th at the Westchester Country Club, Rye, New York.

Name ....

Address ....

The Committee

Chas. A. Alicoate, Chairman; John J. Bergen, Jr., Co-chairman-Treas.; S. Charles Einfeld, Sid H. Eiges, Edward L. Fabian, James M. Gaines, Leonard H. Goldenson, Dave J. Jacobson, Marvin Kirsch, Edward Lachman, Harold Rinzler, Spyros P. Skouras, Ted Sullivan, Robert M. Weitman, Chris J. Witting, Max E. Youngstein, Francis X. Zuzulo.

Fill in and mail to John J. Bergen, Jr., Treasurer, Golf Tournament,
1501 Broadway, New York 36, N. Y.

'All-American' Tour To Cover 22 Cities In 9 Territories

A promotional tour of nine exchange areas and 22 cities in the interest of Universal-International's "The All-American" has been planned for Richard Long, Mamie Van Doren and Myrna Hansen ("Miss United States"). The picture had its world premiere Wednesday at the Broadway Capitol Theatre in Detroit. More than 300 pre-release dates will be launched this week.

Following their appearances at the Detroit premiere, Long, Miss Van Doren and Miss Hansen are scheduled to visit Flint, Grand Rapids, Saginaw, Lansing, Pontiac and Ann Arbor, New Haven, Bridgeport, Waterbury, Atlanta, Birmingham, Chattanooga, Knoxville, Montgomery, Nashville, Savannah, Memphis, Little Rock; New Orleans, Baton Rouge, Jackson, Mobile, Shreveport, St. Louis, Springfield, Boston, Cincinnati, Akron and Canton.

U-I Sets Campaigns For 'Baby,' Others

HOLLYWOOD, Sept. 24.—Advertising campaign plans for Universal's Christmas-New Year's release, "Walking My Baby Back Home," were completed at the studio and call for color ads in 14 national magazines and Sunday newspaper supplements, as well as trade paper, newspaper, radio and TV advertising.

In addition, campaigns for fall and early winter releases were set and tentative plans made for the launching of "The Glenn Miller Story." Attending the meetings presided over by David Lipton, U-I vice-president, were Charles Simonelli, Sam Israel, Clark Ramsey, Jeff Livingston and Archie Herzoff.

Explains Polaroid's Assistance Program

HOLLYWOOD, Sept. 24.—Dr. Edwin H. Land, president of Polaroid Corp., Cambridge, Mass., at the invitation of Loren L. Ryder, director of scientific research and development at Paramount studios, met here with key engineers and production personnel at the studio.

Dr. Land explained Polaroid's technical assistance program and the characteristics of the new Vectograph which will make it possible to show 3-D films with one projector.

N. D. Levin to Head AA Detroit Branch

BOSTON, Sept. 24.—Nathan D. Levin, who has been with Monogram here for 13 years, most recently as city salesman, has been named branch manager for Allied Artists in Detroit. He will take over his new duties on Oct. 1.

Levin will be honored Tuesday at a farewell luncheon to be given by the Variety Club of New England in the Hotel Bradford.

Hynes Joining Goldstein

DENVER, Sept. 24.—Bernie Hynes, manager of the Denver Theatre, has resigned to go to Hollywood to become associated with Leonard Goldstein, 20th Century-Fox producer.

Reviews

"The Village"

(Wechsler-United Artists)

A SENSITIVE, often moving, portrayal of children and their plight when they are left homeless in the wake of war is offered in this Lazar Wechsler production. The film should find a ready market, especially in art houses, for it handles a theme which touches on basic human emotions. It contains some weaknesses, however, which slows up the thematic development.

The story concerns a children's village in the Swiss Alps, where about 200 war orphans from all parts of Europe are gathered. Interwoven are sub-plots, a romance between two instructors, the hard, grim decision of "Red" Poland to quit the experiment, and the problem of having German children recognized as human beings rather than symbols of oppression and evil. The children are the central theme of the picture and wisely director Leopold Lindtberg has allowed the camera to center its attention on them.

The story is loosely knit. It finds John Justin, an English instructor, telling of Pestalozzi Village, the home of children in the Swiss Alps. A homeless little girl, Krystina Bragiel, listens to the tale in Germany, where Justin is visiting and travels all the way to the village by herself. She is first rejected by the other children who think that she is of German extraction. But she finds a protector in Voytek Dolinsky, a troubled Polish boy, and the teaching staff, especially Justin, who has returned to his teaching post. The picture dwells on the problems of rehabilitating the group, problems which are deepened by the action of the Polish government, by the unfulfilled romance between Justin and the attractive Polish instructress, Eva Dahlbeck, who forgets her personal happiness in her dedication to the children. The picture ends on a note of hope, a recognition of the task to be done.

Others in the cast include Sifgrit Steiner, Mary Hinton, W. Woytecki, Guido Lorraine, Maurice Regamey and Helen Horton.

The associate producer was Kenneth L. Maidment. The original story and dialogue was by David Wechsler and Kurt Fruh, while Elizabeth Montagu and Leopold Lindtberg did the adaptation.

Running time, 98 minutes. General audience classification. Release date, Oct. 23.

MURRAY HOROWITZ

"The Big Heat"

(Columbia)

ALTHOUGH fashioned in a standard mold, "The Big Heat" is heightened by good production polish and the average fan should find it pleasing, although the more critical might find fault with its loose narrative construction.

Glenn Ford, as an honest detective who pits himself against a corrupt city administration and the malice of the underworld, gives an effective performance, matched by the "gun moll" characterization of Gloria Grahame and Alexander Scourby as the gangland czar.

Ford stirs a hornet's nest when he probes into a "suicide." He is told to keep his nose out of it but he ignores the warnings. Gradually there unfolds the tiein of the underworld with the city administration.

An attempt to kill Ford backfires and his wife, Jocelyn Brando, is murdered in an automobile explosion. In disgust Ford quits the force and starts out on a campaign of personal sleuthing.

The screenplay by Sydney Boehm keeps things moving briskly and occasionally explosively. Miss Grahame is the girl of racketeering underling Lee Marvin. When he learns that Miss Grahame has been attracted to Ford, he flings a pot of hot coffee into her lovely face. That starts a series of events that prove the downfall of the gang. The defaced Miss Grahame names people for Ford and finally brings a secreted note into the open, even though she has to kill for it, and thereby be killed herself. The finale sees Ford reinstated with honor on the police force.

Robert Arthur produced and Fritz Lang directed.

Others in the cast are Jeanette Nolan, Peter Whitney, Willis Bouchey, Robert Burton, Adam Williams, Howard Wendell, Cris Alcaide, Michael Granger, Dorothy Green, Carolyn Jones, Ric Roman, Dan Seymour and Edith Evanson.

Running time, 90 minutes. General audience classification. October release.

"Champ for A Day"

(Republic)

A FIGHT film that provides suspense but lags a bit on action, has been adapted from the "Saturday Evening Post" story titled "The Disappearance of Dolan," written by William Foy.

Alex Nicol, as a young heavyweight, goes to Vulcan City, a Midwest metropolis, for his first important fight. There he is to meet Dolan, his manager, but the latter never shows. At the motel where Nicol is stopping, he meets Audrey Totter, also waiting for the disappearing Dolan. Together they begin a search for him which leads to the discovery that he has been murdered. In the meantime, Nicol wins the scheduled fight much to the surprise of the fight promoters whom he suspects as the culprits. In an unusual climax, he losses a fixed fight which he was supposed to win which forces the murderers into the open.

The screenplay by Irving Shulman provides very little that is out-of-the-ordinary in the way of plot. But the dialogue has a certain naturalness to it, especially the way Nicol delivers it. He is quite good though he does not look the part. Charles Winninger and Hope Emerson as the owners of the motel are also helpful. While the ring scenes are much too few, they are realistic and provide the necessary action. William A. Seiter was both associate producer and director.

Others in the cast are Joseph Wiseman, Barry Kelley, Henry Morgan, Jesse White and Horace McMahon.

Running time, 90 minutes. General audience classification.

British Seek End of Film Ban in Mexico On U.K. Product

MEXICO CITY, Sept. 24.—The British Embassy has asked the Mexican government to reconsider its ban on the exhibition of British pictures in Mexico. The government explained that the ban is because Great Britain refuses to make a reciprocal cinematographic pact with Mexico. But the Embassy contends that Mexican pictures are freely exhibited and are welcome in Britain. The Mexican government indicates that it wants complete exhibition parity strictly; for every British picture screened in Mexico, a Mexican picture must be exhibited in Britain.

There is also an exhibition ban on Argentinian pictures for the same reason as that for British films. But, up to now, Argentine authorities in Mexico have done nothing about the matter.

Pola-Lite Has 3 New 3-D Glass Models

Three new models of 3-D glasses to fit children as well as adults will shortly be placed on the market by the Pola-Lite Co., it was disclosed here by Al O'Keefe, vice-president in charge of distribution.

Of the three models now in production at the company's various factories, two models are now available to exhibitors, O'Keefe said. They are the "Hi-Lite Model," said to be an improved type of the present adult glasses, and the "Juvenile Model," tailored to fit children. Samples of both types of these glasses are now being sent to exhibitors currently playing 3-D films. Pola-Lite's latest model, the "Clip-On Model," for persons wearing spectacles, will be ready for distribution in about four weeks, O'Keefe stated.

RKO Booking Drive For Morris Lefko

CLEVELAND, Sept. 24.—A booking drive has been organized here to honor Morris Lefko, district manager of RKO Radio. The sales force has been promised the cooperation of exhibitors, and all concerned have designated November as "Morris Lefko Month."

Jack Bernstein, Cleveland branch manager, is chairman of the campaign. Other branch heads participating are: Max Westebbe, Albany; J. G. Chinell, Buffalo; Stanley Jacques, Cincinnati; Otto Ebert, Detroit, and R. L. Brentlinger, Indianapolis.

Special Showings For 'Bellissima'

Anna Magnani in "Bellissima" has started special engagements at the Art, Midtown and Beacon Theatres in Manhattan, the Ascot in the Bronx and the Austin in Kew Gardens.

These are the first showings of the Luchino Visconti-directed picture since its premiere engagement at the 60th Street Trans-Lux last spring. Adapted from an original by Cesare Zavattini, "Bellissima" is in Italian with English subtitles.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 62 NEW YORK, U.S.A., MONDAY, SEPTEMBER 28, 1953 TEN CENTS

Set New Pact For British Remittances

Same Basic Terms As This Year Reported

WASHINGTON, Sept. 27. — An agreement extending the basic provisions of the current Anglo-American film remittance agreement for another year was reached here on Friday by negotiating teams for the British government and the Motion Picture Export Association and Society of Independent Motion Picture Producers.

The current pact, which is scheduled to expire on Wednesday, gives the American companies a basic $17,000,000 annually without conversion restrictions, plus 33 per cent of their production investments in Britain and certain other credits which account for an additional 4,000,000 to $5,000,000 annually.

Of the approximately $20,000,000 balance of American film companies'

(*Continued on page* 6)

NCA to Seek Legal Action on Delayed Clearance Issue

MINNEAPOLIS, Sept. 27.—North Central Allied will seek a legal method to force distributors to make films available to subsequent suburban runs on regular clearance. Benjamin Berger, NCA president, revealed here that the issue would be placed before the national Allied convention in Boston next week.

Berger told Minneapolis independent exhibitors at an informal session

(*Continued on page* 7)

Yates Says Public Is Returning to Films

HOLLYWOOD, Sept. 27. — Herbert J. Yates, president of Republic Pictures, on his return from the East to open the third regional sales meeting here Tuesday, said he believes that theatre closings are virtually at an end and that some of the highest grosses in history are ahead.

Yates said in part, "This will be a crisis year, but I feel public interest has definitely now turned back toward the film theatre. If I didn't feel so optimistic I wouldn't be spending twice as much money on our 1953-54 product as in previous production years."

Cole and McGee Await Developments On 20% Tax Repeal Instruction

Pat McGee and Col. H. A. Cole, co-chairmen of the Council of Motion Picture Organization's tax repeal committee, will undergo a period of "listening and visiting" in connection with the renewed tax repeal campaign, having sent instructions to the committee's state chairmen. In explanation of the term "listening and visiting," the co-chairmen said at the weekend that they expected to visit regional chairmen and attend meetings when necessary and to listen to the chairmen's problems, personally and on the telephone, when needed.

With the field men having received their instructions, McGee and Cole will await developments and also will concentrate on reviving exhibitors' enthusiasm in seeking the removal of the 20 per cent Federal admission tax. There is a fear that there is too much lethargy in industry ranks in re-fueling the campaign.

McGee left here over the weekend for Oklahoma City and Denver. Cole will remain in New York until the opening of the national Allied convention in Boston, which starts next Monday.

Fight Film Shown Across Nation on the Weekend

By MURRAY HOROWITZ

Delivery of the Marciano-LaStarza fight film was scheduled to be completed throughout the United States by Saturday afternoon, with shipments of the prints to theatres shortly thereafter, it was disclosed here by Republic Pictures.

In New York, RKO Theatres began showing the film, which is fairly exciting, on Friday evening, 24 hours after the event. The picture had its first Broadway openings at the Paramount, Holiday, Embassy Newsreel and Trans-Lux theatres.

The film, 20 minutes in length, proved to be most exciting in the seventh and 11th rounds, the latter spelling the defeat of LaStarza, the contender. Photography was excellently handled and the commentary by Bill Corum was quite competent.

Shown in the film are the first, sixth, seventh, eighth, 10th and 11th rounds. Throughout, the audience can see the defensive fight fought by the contender and sense his defeat which

(*Continued on page* 3)

Johnston Chairman Of Pioneers Fete

Eric. A. Johnston, president of the Motion Picture Association of America, has been named chairman of the 15th annual dinner of the Motion Picture Pioneers, to be held Nov. 12 at the Astor Hotel, it was announced by Jack Cohn, president of the Pioneers.

This year's dinner will honor Barney Balaban, Paramount president, as well as salute the advent of 3-D, wide-screen and other industry innovations.

SMPTE Open Forum On Stereophonics

A special all-day open forum on stereophonic sound for motion pictures has been added to the program for the forthcoming 74th semi-annual convention of the Society of Motion Picture and Television Engineers, to be held Oct. 5-9 at the Hotel Statler, New York.

Because of the interest and activity in the four-track sound field, the Society said it has made arrangements for a public discussion in the Keystone Room of the Statler beginning at 10:00 A.M. on Wednesday, Oct. 7, while the previously scheduled convention meetings for the day are held concurrently in other rooms of the

(*Continued on page* 3)

$6 Tops for Palace Betty Hutton Show

Tickets for the first four weeks of the Betty Hutton "All-Star International Show," opening Wednesday evening, Oct. 14 at the RKO Palace here, will be placed on sale at the theatre Wednesday morning. Two box-offices will open at 10 o'clock. All seats will be reserved.

Performances will be given every evening, including Sunday, at 8:30, while matinees will be on Saturday and Sunday at 2:30. The prices are scaled from $1.80 to $4.80 Sunday through Thursday nights; $1.80 to $6.00 Friday and Saturday nights; and matinee prices from $1.20 to $4.20.

The Betty Hutton show will be re-

(*Continued on page* 3)

Skouras Sees Speedy Rise in 20th Earnings

Predicts Steady Upswing On 'Robe,' CinemaScope

A marked improvement in 20th Century-Fox earnings was predicted by Spyros P. Skouras, president, in a report to stockholders, issued here at the weekend.

The prediction was based on the current release of "The Robe" and other CinemaScope pictures to follow in October, November and December. Said Skouras: "I express the hope that we now look ahead to a bright and profitable future for our company as well as our industry."

Meanwhile, plans were revealed to hold worldwide demonstrations of the anamorphic system during October and December, in addition to accelerating openings so that by the end of December these premieres will take

(*Continued on page* 7)

Six Records Broken In Fourth Week of Lichtman Drive

Six new company sales records were established in the fourth week of 20th Century-Fox's "grass roots" sponsored Al Lichtman testimonial drive, according to William C. Gehring, executive assistant general sales manager. Gehring announced at the weekend that in the drive's fourth week, the 38 branches in the United States and Canada achieved the following:

Exceeded the prior record for a week's domestic business,

(*Continued on page* 3)

Halloran Named 'U' Milwaukee Manager

The promotion of M. P. (Pat) Halloran, Minneapolis sales manager for Universal Pictures, to the post of Milwaukee branch manager, effective Oct. 3, to replace David I. Goldman, who is resigning to enter exhibition, was announced here by Charles J. Feldman, general sales manager of Universal.

Halloran joined Universal in Oct., 1932, as a salesman in the Minneapolis branch. He served with the U. S. Armed Forces from 1944 to 1946 and in Nov., 1951, he was named sales manager in Minneapolis.

Personal Mention

JOSEPH I. BREEN, director of the Production Code Administration, has delayed his return to the Coast from here.

•

Herbert and Lorraine Schottenfeld are the parents of a son, their first, born Tuesday at Bronx Hospital. Father is a member of the United Artists legal department.

•

John P. Byrne, M-G-M Eastern sales manager, and Herman Ripps, his assistant, have returned here from upstate New York.

•

Edward O. Blackburn, vice-president of W. J. German, Inc., of California, is in New York from the Coast.

•

Paula Gould, of Loew's publicity staff, will be released today from Flower Hospital here following a checkup.

•

F. J. A. McCarthy, Universal Pictures Southern and Canadian sales manager, will leave New York today for Miami.

•

Prof. Henri Chretien, inventor of the anamorphic lens, arrived in New York at the weekend from Hollywood.

•

Ben Halpern, assistant to Samuel Cohen, United Artists director of foreign publicity, will return to New York today from West Virginia.

•

Woodrow Fussell, president of the Theatre Owners Association of North and South Carolina, was in Charlotte last week.

•

Uda B. Ross, Westrex Corporation's director for Latin America, has returned to New York from Venezuela.

•

Francis C. Kennedy, manager of the Buffalo Bailey Theatre, was married last week to Genevieve Mary Pietrylo.

•

Sid Kramer, RKO Radio short subjects sales manager, will return to the Coast today from New York.

•

Sam Zimbalist, M-G-M producer, and Curtis Bernhardt, director, will arrive here today from the Coast.

Al Horwitz Leaving U-I Publicity Post

HOLLYWOOD, Sept. 27. — Al Horwitz, studio publicity director for Universal International, has resigned that post, effective Monday, to join Arthur P. Jacobs & Associates as a partner. His resignation ends 11 years of employment with the company.

Horwitz joined Universal as publicity manager in December, 1942, and was named studio publicity director in March, 1949. Prior to entering the industry he was a sports writer on the Philadelphia "Evening Public Ledger."

Popcorn Convention To Stress Theatres

CHICAGO, Sept. 27.—A special program said to be of interest to the theatre concession industry and comprising six two-and-one-half-hour sessions devoted to popcorn, candy, ice cream, soft drinks and drive-in theatre operation is planned by the National Association of Popcorn Manufacturers at the International Popcorn and Concession Industries Convention to be held Oct. 11-14 at the Conrad Hilton Hotel here. The special program, to be chairmaned by Bert Nathan, of Theatre Popcorn Vending Corp., will feature discussions by more than 20 industry leaders on the subject of concession management.

An innovation in programming will mark this year's convention. Each segment of the industry, comprising popcorn processor, wholesaler, theatre and concession operator, retail popcorn shop, jobber-distributor and broker, will have separate concurrent meetings for three days. Each separate program has been developed and will be chairmaned by an industry leader of the respective segment.

On Wednesday, Oct. 14, there will be the annual suppliers cocktail party, to be followed by the annual banquet.

'Ground' Premiere Series Concluded

FORT WORTH, Texas, Sept. 27. —M-G-M wound up its five Texas premieres of "Take the High Ground" last night with the final opening of the Dore Schary production at the Worth Theatre here. On Friday, the picture got off to a military-civic opening at the Majestic in Dallas.

Schary, M-G-M production and studio head; Richard Widmark, Elaine Stewart and Russ Tamblyn, who appear in the film, and George Murphy, who was master-of-ceremonies at the various events, came from Hollywood to attend each of the openings. Also from Hollywood were Howard Strickling and Les Peterson of the studio publicity staff, and from New York was Dan Terrell, publicity manager.

Gov. Allan Shivers made Schary an honorary citizen of Texas. In addition, Brig. Gen. Dorn, Deputy Chief of Information, conferred a Department of the Army citation upon Schary for his production of "Battleground," and "Go for Broke!"

Cashiers To Install Officers Tomorrow

The Motion Picture Theatre Cashiers' Union, Local No. B-52, will install officers at a dinner here tomorrow night at Richy's Restaurant.

New officers, who have been elected for a two-year period, are Annette Gagnon, president; Margaret Brown, business manager; Betty Stieff, treasurer and financial secretary; Minnie D'Agostino, recording secretary, and Eva Preuss, sergeant-at-arms.

Among guests who will attend are Joseph Basson, Richard Scott and Thomas Murtha, of the IATSE, and Mary Tuttle and John Flair of RKO Theatres.

Carolina Drive-ins Increase Admissions

CHARLOTTE, Sept. 27.—So far as the Theatre Owners Association of North and South Carolina is aware, only drive-in theatres have increased prices in the two states.

Drive-ins in Winston Salem increased prices 20 per cent. Drive-ins in Savannah also raised rates, and there have been a scattering of increases in other communities in the Carolinas. Some indoor theatres have discussed increasing prices but so far as is known none have done so as yet.

5 Percentage Suits Filed on the Coast

SAN FRANCISCO, Sept. 27.—Five percentage actions were filed in Federal Court here against Raymond, William and Pauline Syufy for damages based on alleged under-reporting of receipts. Paramount, Loew's, Warner Brothers, Universal and Columbia each filed a separate action involving the El Rey, Rita and Vallejo Auto Movies theatres in Vallejo, Cal.

The San Francisco firm of Gavin McNab, Schmulowitz, Sommer & Wyman represents the distributors, with Sargoy & Stein, of counsel.

Lew Kerner Named 'V-P' of Fox Firm

Lew Kerner has been named vice-president of Motion Pictures for Television, Inc., by Matthew Fox, chairman of the board.

Fox is now in Hollywood for conferences on the expanded production plans of MPTV. Kerner, presently production and programming chief, will be concerned primarily with development of new TV programs built around top personalities and properties.

Kerner's promotion follows his recent return from a European survey, studying program and production facilities in Paris, Rome and Israel. Prior to joining MPTV, in Jan., 1951, Kerner was executive talent director for Samuel Goldwyn Productions.

Sophie Tucker to Be Honored Here Today

Sophie Tucker today will be honored by some 500 wives and daughters of members of Variety Clubs International, at a reception in the Hotel Piccadilly, New York, with Mrs. A. W. Schwalberg, wife of the Paramount Film Distributing Corp. president, serving as hostess. The reception will be in recognition of Miss Tucker's 50th anniversary in show-business.

This event will mark the first gathering of what eventually will be the Women's Auxiliary of Variety Clubs International. The Auxiliary now is being formed.

Hildegarde will be the mistress of ceremonies at the affair for Miss Tucker.

$750,000 Advertising Project Planned by ABC-TV Network

The ABC-TV Network has set an advertising appropriation of $750,000 covering a nine-week period, which began Sept. 13. Mitchell DeGroot, ABC's director of advertising and promotion, said at the weekend that the campaign is being directed specifically at highlighting the network's new stars and properties.

Mitchell DeGroot

Of the $750,000, $325,000 will be devoted to newspaper advertising and a special car card campaign, centered in cities in which the network has wholly owned stations—New York, Chicago, Detroit, Los Angeles and San Francisco. A total of 131,180 lines of advertising will be inserted in 19 newspapers in the five cities. A subway poster campaign will be launched in New York and Chicago, devoted to eight ABC-TV stars: Ray Bolger, Arlene Dahl, Stu Erwin, Paul Hartman, George Jessel, Ozzie and Harriet Nelson, Danny Thomas and Walter Winchell.

'Everybody's Talking 7'

The theme, "Everybody's Talking 7," meaning Channel No. 7, will be carried throughout the network in a set of jingles which will be highlighted as station breaks. A series of filmed station identifications in which each of the eight stars is seen calling attention to the new programs will be utilized.

Loew's Managerial Changes in D. C.

WASHINGTON, Sept. 27.— Several officials in the Loew's Theatres set-up here are receiving new assignments, Orville Crouch, Loew's Eastern division manager, discloses.

Allan Zee, manager-producer at the Capitol for the past two years, is returning to New York where he will get a new managerial post. Joe Margolis, Palace manager, will become manager of the Capitol. Orangelo J. Ratto, who has been on a limited duty basis for the past couple of years because of illness, will return to his old post as manager of the Palace. Kermit Allum, assistant manager at the Capitol, is being promoted to manager of Loew's Theatre in Evansville, Ind.

Legion Classifies Two As 'B', Five as 'A'

"Mogambo" and "Paris Model" have been placed in Class B in the current listing of the National Legion of Decency, which, at the same time, included in Class A, Section 1, "The Robe," "The Titfield Thunderbolt" and "The Village." In Class A, Section 2 are "The Moonlighter" and the Italian film, "Ettore Fieramosca."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

Fight Film

(*Continued from page* 1)

came shortly after Marciano knocked LaStarza through the ropes in the 11th.

In the meantime, the International Boxing Club, which promoted the event at New York's Polo Grounds, disclosed that $435,817 was realized at the gate, with 44,562 in attendance. The IBC, in addition, will realize a good deal more than the $100,000 minimum for the theatre TV rights. It is understood that up to $50,000 more can be received by the IBC in its deal with Theatre Network Television, which booked the event in 45 theatres across the country. The IBC also stands to gain from the sale of the fight film to Republic.

Regarding the telecast, which proved in most situations a sell-out or a near sell-out, one breakdown in reception was reported. The Ritz, Los Angeles, which booked the event, was unable to obtain a picture due to mechanical difficulties.

In addition to those cities previously reported in *Motion Picture Daily,* field reports from Detroit showed that both the Palm State and Hollywood had near sell-outs, and from West Memphis, Ark., that the Sunset Drive-in had between 900 and 1,000 cars on its grounds.

CHICAGO, Sept. 27.—The large-screen TV presentation of the La Starza-Marciano bout went over very well at the box-office here, drawing over 12,000 in four theatres with a combined capacity of 13,000 seats and grossing roughly $38,000, not including Federal admissions tax. As predicted, the Balaban & Katz Marbro had an overflow crowd, the B. & K. Uptown and Essaness Crown were virtually sold out, and the 3500-seat B. & K. Tivoli played to over 2,900 patrons. The three B. & K. houses charged $3.00 plus tax, the Crown $4.00 plus tax.

KANSAS CITY, Sept. 27.—The fight pictures at the Ashland on Thursday had not quite a sellout but very nearly. The audience was excited and demonstrative as at the ringside, but no untoward incidents occurred. Comments were general on the clarity of picture and sound.

SAN FRANCISCO, Sept. 27. — The theatres showing the telecast of the Marciano -La Starza bout Thursday were completely sold out. The 2640-seat Paramount was scaled at $3.60 and $4.80, while the 400-seat Telenews charged $4.80.

SMPTE Forum

(*Continued from page* 1)

hotel. Representatives of all branches of the industry are invited to attend and participate in the discussion.

The convention's regular scheduled meeting on stereophonic sound reproduction equipment will be held Tuesday morning, Oct. 6. Representatives of Westrex Corp., RCA Victor, and General Precision Laboratory, Inc., will report on four-track magnetic sound reproduction, and a one-and-a-half-hour symposium with questions from the floor will follow.

Under the chairmanship of John K. Hilliard, of Altec Lansing Corp., chairman of the SMPTE sound committee, Wednesday's all-day discussion will deal with the proposed standards for four-track sound systems.

Reviews

"Titfield Thunderbolt"

(Rank—Universal-International)

A MOST excellent British production, in all departments—the odd characters, colorful scenery (in Technicolor), fine performances and rollicking hilarity in a wacky sort of way. Really an hour and 14 minutes of splendid entertainment. We must add, however, that a more marketable title is in order.

The subject concerns an ancient railway of an old English village which is being closed down and replaced by a bus. The railway is the people's pride and besides, the new mode of transportation would eventually make the community too urban for their tastes. So the Titfieldians decide to run it themselves. The Vicar is to be the engineer, a local scamp is the fireman, the squire is the conductor, etc. They are given a one-month trial period.

But the people have to contend with the bus operator who tries assorted schemes to ruin them. On the night before the big test, the major bit of skullduggery is performed when the mighty little train is forced off the tracks and is wrecked. But the Vicar recalls that the very first Titfield Thunderbolt is in a museum. So this relic is used with gratifying results after an hilarious run.

When two highly inebriated persons decide to steal a train when theirs is wrecked and steer it through the streets it's visual comedy at its best. And the joust for supremacy between the train and a steam roller is also wonderful.

Credit must be divided equally among all the technicians and actors. Charles Crichton and T.E.B. Clarke were responsible for the direction and writing, respectively. Stanley Holloway plays Titfield's wealthiest son who puts up the money for the railway in return for being able to imbibe on the train many hours before he usually starts. George Relph is the Vicar and John Gregson is the squire. There's no love story in the proceedings and there's none needed.

Michael Truman produced this J. Arthur Rank presentation for the almost infallible Michael Balcon.

Others in the cast are Naunton Wayne, Godfrey Tearle, Hugh Griffith, Gabrielle Brune, Sidney James, Reginald Beckwith, Edie Martin, Michael Trubshawe, Jack McGowran, Ewan Roberts, Herbert C. Walton, John Rudling, Nancy O'Neil, Campbell Singer, Frank Atkinson, Wensley Pithey, Harold Alford, Ted Burbidge, Frank Green.

Running time, 84 minutes. General audience reaction. October release.

"The Gentle Gunman"

(Rank-Universal)

DESPITE some obscure conclusions, this is a well-made picture which tries to show both sides of a problem and winds up placating both and pleasing neither. The problem is an important one, that in which the Irish looking for their freedom and trying to find it by way of undeclared war with England. The writer, Roger MacDougall, has tried hard to be fair to all parties concerned, and, at the same time, to register a vote for peace. While the idealistic attitude is the desired one, it would seem that the Irish might not appreciate such an approach. And, as the picture was made by the British, it might cause some further eyebrow-raising.

Two brothers are the focal points of the controversy. John Mills, who was once a staunch believer in violence for the freedom of Ireland, sees, in the England of 1941, how a bigger war can cause so much anguish and misery. In Ireland he is considered a traitor, even by his girl friend and his brother, Dirk Bogarde. When two of his colleagues are captured on a mission, Bogarde and the girl's younger brother are sent to help him escape. The young boy is shot and killed and Bogarde's faith in violence begins to waver. But Mills, in a daring plan, does set them free without the aid of guns or bombs. Just why he does this is never made clear. Is it because they are his friends or is it love of country or a sense of guilt or fear of recrimination from the others? Mills eventually wins his brother over to his side while the others symbolically continue their never-ending flight from the police.

Despite the story's inconsistencies, the acting is of high quality. Mills and Bogarde, affecting fine Irish accents, are excellent, and so are Robert Beatty as the leader of the organization, Elizabeth Sellars as the girl friend, and especially Barbara Mullen as her heartsick and long-suffering mother.

Michael Relph and Basil Dearden co-produced and co-directed this interesting J. Arthur Rank presentation. It's an Ealing Studios-Michael Balcon production which always stands for good quality British films.

Others in the cast are Joseph Tomelty, Gilbert Harding, James Kenney, Liam Redmond, Jack McGowran, Michael Golden, Michael Dunne, Patricia Stewart, Harry Brogan, Tony Quinn, Edward Byrne, Patric Doonan, John Orchard, Soamus Kavanaugh, Terence Alexander, N. J. Kennedy, Jean St. Clair and Doris Yorke.

Running time, 86 minutes. General audience classification. October release.

'Cinerama Lane' in N. Y.

New York's 47th Street will be renamed—temporarily—Cinerama Lane in honor of the first anniversary of Cinerama. Dedication will be held Wednesday at Broadway and 47th. Janis Paige will assist Lester Isaac, general manager of Cinerama, in conducting the ceremonies.

Faye Emerson at Premie

Faye Emerson will head the sponsors' committee in charge of arrangements for the benefit premiere for the American Theatre Wing, Inc., of M-G-M's "The Actress," to be held Sunday, Oct. 11, at the Trans-Lux 60th Theatre here. Ceremonies are scheduled for 8:30 P.M.

Lichtman

(*Continued from page* 1)

made in the 45th week of 1947, by 8.79 per cent.

The four weeks of the testimonial accumulated a revenue that produced the biggest 13-weeks return in the company's history, surpassing the old record achieved in 13 weeks of the final quarter of 1949. This 13-week accumulative was boosted by the September returns 4.8 per cent above the old mark.

Zoomed accumulated domestic revenue for the first three quarters (39 weeks) of this year 13.16 per cent over returns for the corresponding period of 1952.

A new record for revenue earned domestically in any single month in the company's history.

September Bookings Up

September feature bookings jumped 21.34 per cent above the volume absorbed in any prior four-week period.

Established a new record for revenue developed from Terrytoon bookings. Returns on this cartoon series in the past four weeks jumped 52.35 per cent above the weekly average for this year's period prior to the inception of the Al Lichtman testimonial on Sept. 5.

Gehring pointed out that the old record for a week's business was established in the 45th week of 1947 when the company cashed in on advanced-admission engagements of "Forever Amber" and a national day-and-date first run on "Gentlemen's Agreement."

Worldwide Survey Is Ended by Dr. Gualino

Dr. Renato Gualino, general director of Italian Films Export and president of I.F.E. Releasing Corp., will arrive in New York today from the Fiji Islands on the last lap of a round-the-world flight to survey the growing international market for Italian films. Dr. Gualino will remain in New York for a week conferring with I.F.E. executives before returning to Rome.

Meanwhile, the New York office of I.F.E. reports that the first Italian-produced CinemaScope feature will be "Judith and Holophernes," a color in Technicolor Biblical story starring Silvana Mangano, according to word received from Lux Films in Rome. Jean Negulescu will direct. This is his first assignment in a long-term agreement with Italian film-makers. His second project will be "Mamba," which will also star Miss Mangano.

Betty Hutton

(*Continued from page* 1)

turning the Palace to its "big name" policy. The star will be in the entire second half of the program in a new production staged and directed by her husband, Charles O'Curran, motion picture dance director.

K.C. Drive-in Robbed

KANSAS CITY, Sept. 27.—The new Highway 50 drive-in was robbed Thursday night. Bandits took $130 from the cash register and escaped in a motor car. Early receipts had been removed.

And Now...
COLUMBIA'S
"THE BIG

FROM THE SENSATIONAL SATURDAY EVENING POST SERIAL!

"THE BIG HEAT"

"If She Was A Little Smarter She Wouldn't Have Talked

...and if he was a little smarter he wouldn't have left me around to even the score – in spades – for her and the other three girls he worked over. He's going to get it like they got it. I'm only a cop he busted. He probably doesn't even remember me now. But he'll remember me when the time comes. And the look in my eye is the last thing he'll ever remember."

"I've had it rich and I've had it poor. Believe me—rich is better!"

starring GLENN FORD · GLORIA GRAHAME · JOCELYN BRANDO

with
Alexander Scourby
Lee Marvin
Jeanette Nolan
Screen Play by SYDNEY BOEHM
Based upon the SATURDAY EVENING POST serial by William P. McGivern
Produced by ROBERT ARTHUR
Directed by FRITZ LANG
A COLUMBIA PICTURE

BRASS-KNUCKL
ADS
TO SELL THIS
HARD-AS-NAILS
THRILLER!

ONE FOR OCTOBER!

HEAT"

"I'm going to put the heat on him the way he put it on those four girls."

A TOUGH COP AND A SOFT DAME!

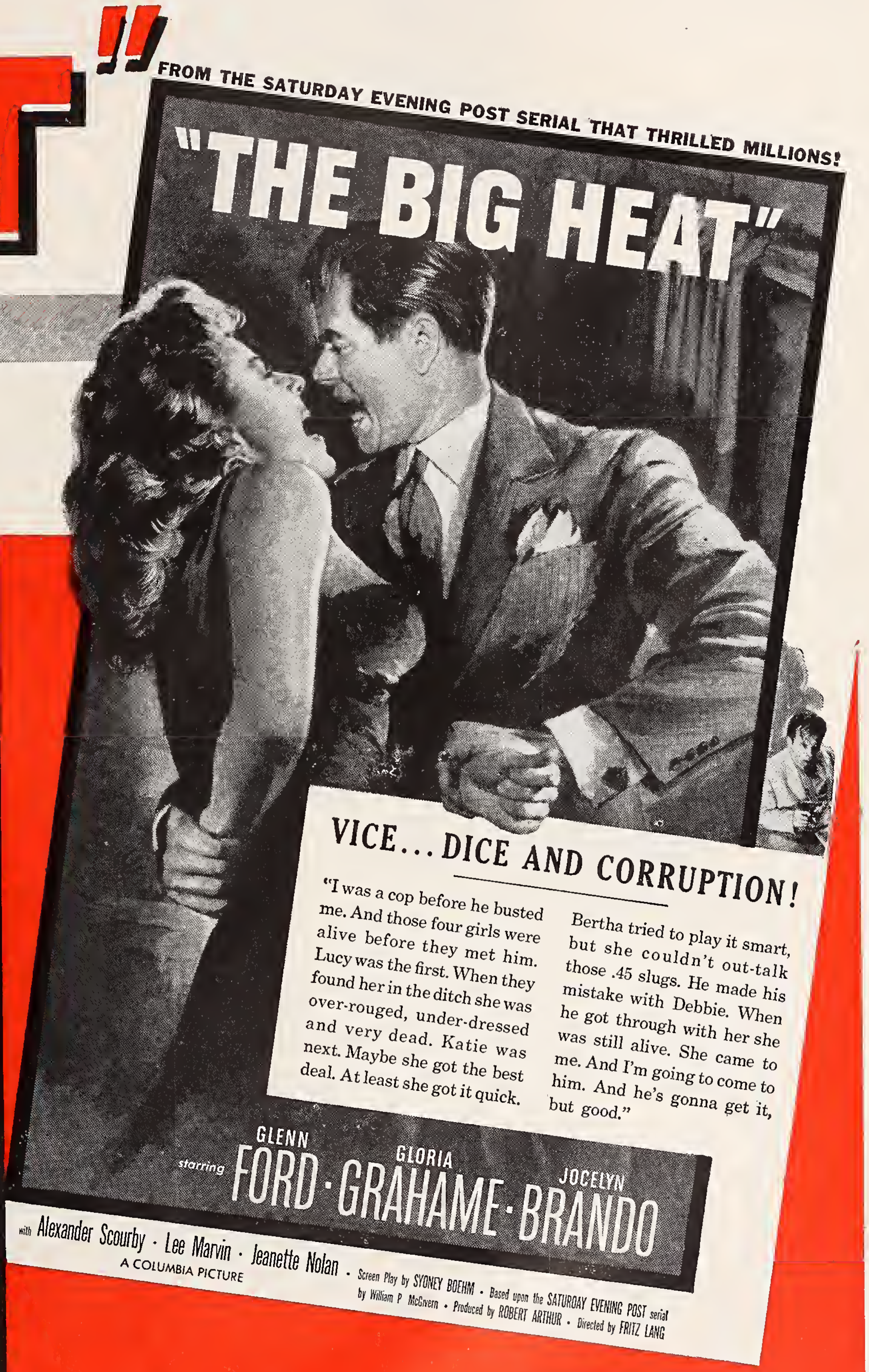
From The Sensational Saturday Evening Post Serial!

COLUMBIA PICTURES presents

THE BIG HEAT

starring
GLENN
FORD
GLORIA
GRAHAME
JOCELYN
BRANDO
with
Alexander Scourby
Lee Marvin
Jeanette Nolan

Screen Play by SYDNEY BOEHM · Based upon the SATURDAY EVENING POST serial by William P. McGivern
Produced by ROBERT ARTHUR · Directed by FRITZ LANG



FROM THE SATURDAY EVENING POST SERIAL THAT THRILLED MILLIONS!

"THE BIG HEAT"

VICE... DICE AND CORRUPTION!

"I was a cop before he busted me. And those four girls were alive before they met him. Lucy was the first. When they found her in the ditch she was over-rouged, under-dressed and very dead. Katie was next. Maybe she got the best deal. At least she got it quick. Bertha tried to play it smart, but she couldn't out-talk those .45 slugs. He made his mistake with Debbie. When he got through with her she was still alive. She came to me. And I'm going to come to him. And he's gonna get it, but good."

starring GLENN **FORD** · GLORIA **GRAHAME** · JOCELYN **BRANDO**

with Alexander Scourby · Lee Marvin · Jeanette Nolan · Screen Play by SYDNEY BOEHM · Based upon the SATURDAY EVENING POST serial by William P. McGivern · Produced by ROBERT ARTHUR · Directed by FRITZ LANG

A COLUMBIA PICTURE

If you haven't seen this big one ... make a date now with your Columbia Exchange. You've got a thrill coming to you!

A HALF CENTURY IN THE MOTION PICTURE INDUSTRY

Adolph Zukor's Autobiography

THE PUBLIC IS NEVER WRONG. (My Fifty Years in Motion Pictures). By Adolph Zukor, with Dale Kramer. 298 pages and Index. Illustrated. $4.00. New York: G. P. Putnam's Sons.

OUT of his memories of 50 years in the motion picture industry, Adolph Zukor, founder and chairman of the board of Paramount Pictures, has mined a wealth of history and incident, pertaining both to the industry and the great names thereof, as well as being, in large measure, autobiographical.

Zukor had to be persuaded to tell his story. It was urged upon him, he recounts, that his eightieth year and his half century anniversary in the industry was a good vantage point from which to start. On the first page of his book he expresses his belief that people are interested in screen personalities, mainly the stars, and not the pioneers and builders like himself. Accordingly, his book is rich with anecdotes of the personalities of the screen who grew to be known around the world through the films his companies made.

That is not to say that his business associates are neglected. The names of Marcus Loew, Cecil B. DeMille, Jesse Lasky, Daniel Frohman, D. W. Griffith, Al Kaufman, Edwin S. Porter, William A. Brady and many others, as well as those of the contemporaneous scene, appear throughout the book.

He writes but briefly of Zukor, the immigrant boy arriving in America from Hungary with a few dollars sewn inside his coat. A few years in the fur business, marriage, and a visit with friends to an uptown New York penny arcade and Zukor was in motion pictures in 1903, operating an arcade on 14th Street.

With expansion to other cities, Zukor soon began to dream of making the flickers not only respectable but artistic. For years he worked and battled for his idea of feature length pictures and "famous players in famous plays." The break came when he obtained the American rights to "Queen Elizabeth," starring Sarah Bernhardt. The success of the picture and the new prestige given to films by the great actress's name won him an alliance with Daniel Frohman, who helped encourage the great stage names of the day to make their first appearances in pictures.

ADOLPH ZUKOR

Zukor recounts his early experiences with Mary Pickford, John Barrymore, Marguerite Clark, Pauline Frederick, William Farnum, and their early films, milestones in the history of the industry, who worked for him at the Famous Players' 26th Street studio in New York. Then came the fire that destroyed the studio, the subsequent partnership with DeMille, Goldwyn and Lasky and the start of the Hollywood studio.

Meanwhile, the star system had come into being, a system in which Zukor believes to this day, because "stars are made by the public," and with it salaries of talent began to soar. Zukor recounts many incidents concerned with negotiating and re-negotiating contracts of the day.

He recalls Mack Sennett and the great school of comedians and stars that developed from his Keystone Comedies. He recounts recollections of Mabel Normand, Gloria Swanson, Charlie Chaplin, William S. Hart, Douglas Fairbanks, Sr., Charles Ray, Rudolph Valentino, Pola Negri, Clara Bow, Maurice Chevalier, Marlene Dietrich and Mae West. The latter's pictures Zukor credits with tiding Paramount over a bad fiscal period in the early 1930s.

Obviously addressing such memoirs to the wider public of the motion picture, Zukor gives but sketchy treatment to the corporate and industrial trials and struggles of which he was a part. The historic battles with the Patents Company, the expansion of production into exhibition, the Paramount reorganization of 1933-1935 and the divorcement of exhibition from production-distribution receive only necessary attention. The industry reader looking for new and enlightening incident on such subjects will look in vain.

Characterizing the book throughout, is a genial, unruffled attitude, natural to the author. If fifty years in motion pictures left Zukor with a single enemy or any bitterness there is no hint of it in his memoirs. He is not without his pointed comments or understanding criticism, but he is philosophic where others have been contentious. His recollections of the past often are frank, rarely sentimental.

Dale Kramer has told the story in readable, interesting style. The book is illustrated with 22 photographs, some historic, some recent, including a study of Zukor, also reproduced on the book's jacket, made this year by "Motion Picture Herald."

Zukor's forward-looking trait, known to all associated with him, emerges frequently. It is most marked in his choice of a closing subject—the new screen techniques and 3-D. His last two sentences: "The film industry is still in swaddling clothes. The great days lie in the future."

"The Public Is Never Wrong" expresses Showman Zukor's business philosophy. To the public he offers his story—interesting, entertaining, readable. We hope the public's unerring judgment once again gives Zukor the nod.

SHERWIN KANE

UN Official to Be Allied Speaker

James J. Wadsworth, deputy U. S. representative to the United Nations, will be a principal speaker at the banquet which will climax the annual Allied States Association convention in Boston on Oct. 7.

Wadsworth will address the theatremen on aspects of American policy in the U.N.

Foster Parents in 'Boy Lost' 'Co-op'

A co-operative promotion campaign for Bing Crosby's "Little Boy Lost" has been established by Paramount and Foster Parents' Plan for War Children, Inc., non-political, non-profit, non-sectarian, independent relief organization helping children in England, France, Belgium, Holland, Italy, Greece, Western Germany and Korea. The organization is registered with the Advisory Committee on Voluntary Foreign Aid of the Department of State.

Organization Praises Picture

In the organization's bulletin, which goes to 40,000 members, "Little Boy Lost" is recommended and all members are urged to see the picture and to work closely with theatre managers in order to benefit both the production and the plan.

British Pact

(Continued from page 1)

earnings in Britain annually, the largest part is liquidated in a wide variety of "permitted uses" or converted in other approved methods, leaving the companies with virtually no frozen sterling at the end of the agreement year.

Although terms of the new agreement were not disclosed pending ratification by the British Board of Trade and Treasury, on the one hand, and the boards of directors of the MPEA and SIMPP, on the other, it was reliably reported that there were only minor changes agreed upon at the three-day negotiating meetings here.

Hinges on Eady Plan

However, some conditional provisions are understood to have been made, the effectiveness of which will depend upon whether the Eady Plan, a British box-office admissions levy earmarked largely for subsidization of British production, is continued for another year on a statutory basis rather than a voluntary one, as heretofore.

The British trade has been given until the end of October to agree on a voluntary extension of Eady and, failing to do so, the government has threatened to make the plan a subject of legislation.

Since American films playing British theatres would be taxed, the possibility of a statutory Eady Plan next year is regarded as having called for special consideration for American distributors.

Board meetings of MPEA and SIMPP are scheduled to be called in the next few days to ratify the agreement. The British ratification also is expected promptly.

Negotiating for the MPEA were president Eric Johnston, assisted by George Weltner, Ralph D. Hetzel, Jr., Fayette W. Allport and G. Griffith Johnson. IMPEA was represented by president Ellis G. Arnall and James A. Mulvey. The British delegation was headed by Sir Maurice Dean and Peter Vinter and included Richard Sharp, Daniel Jones, Geoffrey Parker and Sidney Golt.

Autry Hosts Winners Of Skouras Contest

Gene Autry played host Saturday to 100 youngsters and their parents, winners of a four-week contest held jointly by Skouras Theatres, Madison Square Garden and Columbia Pictures, at a luncheon in the Hotel Vanderbilt, and the matinee performance of the Rodeo at the Garden, in which Autry stars.

The contest, held in more than 50 theatres, called for the entrants to answer questions about the cowboy star's career, identify stills from his shows, and be holders of a "lucky number" when it was called.

NY Firm Would Buy Chaplin Coast Plant

An offer of $700,000 has been made to Charles Chaplin for the comedian's studio in Hollywood, it was disclosed here on Friday. The offer was made by Webb & Knapp, New York real estate organization, which is said to have given Chaplin until today to accept. The New York company is seeking the property for conversion to business uses.

20th Earnings

(*Continued from page* 1)

place in all principal key cities of the world.

Demonstrations are planned for Munich, Dusseldorf, Hamburg, Berlin, Vienna, Copenhagen, Oslo, Helsinki, Lyons, Marseilles, Bordeaux, Rennes, Amsterdam, The Hague, Brussels, Antwerp, Barcelona, Lisbon, Madrid, Rome, Milan, Turin, Florence, Naples, Geneva, Zurich, Tokyo, Manila, Bangkok, Singapore, Bombay, Auckland, Wellington, Sydney, Melbourne, Mexico City, Havana, San Juan, Port-of-Spain, Caracas, Bogota, Quito, Lima, Santiago, Sao Paulo, Rio de Janeiro, Laurenco Marques and Johannesburg.

20 Weeks for 'Robe' At State Lake Seen

CHICAGO, Sept. 27.—A prediction that 20th Century-Fox's "The Robe" in CinemaScope would run for an unprecedented 20 weeks at the State Lake Theatre was made here by David B. Wallerstein, general manager of Balaban & Katz, operators of the Northside house.

Philadelphia Press Lauds 'The Robe'

PHILADELPHIA, Sept. 27. — Newspapers here went all out in praise of "The Robe," following the premiere of the CinemaScope production here Thursday night, one critic describing it as the possible answer to Hollywood's "unrest."

Excerpts from some of the notices follow:

"Evening Bulletin": "The motion picture industry's answer to television may lie in pictures like 20th Century-Fox's 'The Robe.' Everything is on an heroic scale, including the music which surges and proclaims and often falls on the ear with terrific impact from a greatly magnified stereoscopic system."

"Daily News": "Undoubtedly the most spectacular and tasteful motion picture built on a Biblical theme since Cecil B. DeMille made his ever popular 'King of Kings.' A compelling visual and emotional motion picture experience, its spectacle is handsome, its direction and acting throughout excellent, touched with great sincerity. The religious scenes have been handled with reverence without getting annoyingly heavy. Scenes are like a giant Technicolor mural."

"Inquirer": "A new milestone in motion picture history. Mighty and magnificent process. May well prove the answer to Hollywood's unrest. It is overwhelming in its pictorial majesty. The sound effect is dazzling without being blinding, ear-filling without being deafening."

Screening of 'Robe' Set for Allied Meet

BOSTON, Sept. 27. — Spyros P. Skouras, president of 20th Century-Fox, and Sol A. Schwartz, president of RKO Theatres, have arranged for a private showing of "The Robe" in CinemaScope for delegates to the convention of Allied States Association to be held here Oct. 5-7. The screening will be held at midnight on Oct. 6 at the Keith Memorial Theatre and is planned exclusively for convention delegates and their guests.

Review

"Captain Scarlett"

(*Craftsmen-United Artists*)

LOADED with riding, shooting and fighting and a maximum of sword-play, the Mexican-made "Captain Scarlett" is a picture that should do well with the matinee audiences, but it might provide more laughs than thrills for adults. Despite the fact that it is in color by Technicolor, it has only the ingredients of a routine Western in a different setting.

Richard Greene plays the title role, a great swordsman who returns to France after the defeat of Napoleon. Because of the confused situation which follows the peace, many petty tyrants arose, chief of whom were the Duke of Corlaine and his "stooge," Count Villiers. The latter is about to marry a fair princess when Scarlett and a friend help her escape from his clutches. The count is killed and the three of them promise to fight against the oppression of Corlaine. They become a trio of Robin Hoods and prove most annoying to the villain. A spy of Corlaine's wins their confidence and sets a trap for them. However, Scarlett outwits and kills him in the process. When the princess is captured by Corlaine, her two friends perform some more daring feats in order to rescue her. This they do and at the same time get rid of Corlaine permanently.

Greene is the only member of the cast known to the public here and his is the only performance which impresses. Howard Dimsdale both wrote and produced the film while Thomas H. Carr directed.

Others in the cast are Leonora Amar, Nedrick Young, Manolo Fabregas, Edouardo Norriega, Isobel de Puerto, Carlos Musquiz and George Trevine.

Running time, 75 minutes. General audience classification.

7-Theatre Premiere For 2 Rank Films

"Something Money Can't Buy" and "The Gentle Gunman," two J. Arthur Rank Organization films, will have their American premieres simultaneously in seven theatres in the greater New York area Wednesday. Universal is distributing the films in the United States.

The seven theatres are the RKO 81st Street, 68th Street Playhouse, Symphony Theatre and the Eighth Street Playhouse in Manhattan; the Vogue and the Astor in Brooklyn, and the Austin in Kew Gardens.

UA Acquires 'Hindu' For Foreign Sales

"The Hindu," produced in India by Frank Ferrin, has been acquired by United Artists for foreign distribution only. George Schaefer, who is the international sales representative for the picture, said the domestic distribution would be held up for several months. A title change is contemplated, he said.

Meanwhile, Schaefer has acquired sales rights to "Tanga Tika" and will handle distribution personally.

Gifts for Delegates To Allied Convention

BOSTON, Sept. 27. — The first batch of personalized gifts for exhibitors and other delegates to the convention of Allied States Association which will be held here Oct. 5-7 has been received by Norman Glassman, chairman. It is a "business organizer" of blue leather, with the Allied seal stamped in gold and the recipient's name imprinted.

Copyright Groups Plan Dinner Oct. 7

The Copyright Society of the U.S.A., in conjunction with the Copyright Luncheon Circle, will hold a dinner on Oct. 7 at the Columbia University Club here. Luther H. Evans, director-general of UNESCO, and Arthur Fisher, Register of Copyrights, will be the guests of honor at the luncheon.

Buy Radio Spots for Notre Dame Events

Sports fans listening to the broadcast of Saturday's Notre Dame-Oklahoma football game in New York were urged over WABC to see the Notre Dame theatre telecasts.

The spot announcements urged attendance at the Marine and Prospect theatres in New York and the St. James at Asbury Park, N. J. The tie-in campaign was financed jointly by Box-Office Television, Inc., and the respective theatres, it was stated.

NCA to Seek

(*Continued from page* 1)

here that the problem of switched clearance dates was one which had defied solution locally. He named one company as a principal offender and added that there were numerous occasions within the past year where the company had given product first-run in Minneapolis loop houses and had then withdrawn the product entirely, ignoring the 28-day clearance practice.

The independents agreed that this situation had arisen on a number of occasions, in some instances where pictures had been bought and dated and then were withdrawn. In such cases, they added, the film company has enforced compliance with the contract at a later date when the picture was made available.

Some Doubt of Legal 'Case'

Some exhibitors doubt that there is a legal remedy possible because of the presence of three words, "as made available" in most film contracts. Others agreed that the practice of withdrawing film from release was not always done at the sole responsibility of the film companies but at the request of exhibitors themselves when there were three or more strong attractions becoming available on the same date.

North Central exhibitors planning to attend the Boston session include Berger, Stanley Kane, NCA executive secretary; George Granstrom, St. Paul; Ted Mann, William and Sidney Volk, Minneapolis; John E. Johnson, Deer River, Minn., and Clarence Quincer, Wadena, Minn.

NOTICE OF CHANGE OF SCREENING TIME
IN THE FOLLOWING CITIES FOR
WARNER BROS. TRADE SHOWING OF
"So Big"
WEDNESDAY, SEPT. 30

	FORMER TIME	NEW TIME
BOSTON RKO Screening Room 122 Arlington St.	2:30 P.M.	10:30 A.M.
CHICAGO Warner Screening Room 1307 So. Wabash Ave.	1:30 P.M.	10:30 A.M.
DES MOINES Paramount Screening Room 1125 High St.	12:45 P.M.	9:30 A.M.
DETROIT Film Exchange Building 2310 Cass Ave.	2:00 P.M.	10:00 A.M.
INDIANAPOLIS 20th Century-Fox Screening Room 326 No. Illinois St.	1:00 P.M.	10:30 A.M.
KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandotte St.	1:30 P.M.	10:00 A.M.
MILWAUKEE Warner Theatre Screening Room 212 W. Wisconsin Ave.	2:00 P.M.	10:00 A.M.
MINNEAPOLIS Warner Screening Room 1000 Currie Ave.	2:00 P.M.	3:00 P.M.
NEW HAVEN Warner Theatre Projection Room 70 College St.	2:00 P.M.	8:00 P.M.
OMAHA 20th Century-Fox Screening Room 1502 Davenport St.	1.30 P.M.	3:00 P.M.
PHILADELPHIA Warner Screening Room 230 No. 13th St.	2:00 P.M.	10:30 A.M.
PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd. of Allies	1:30 P.M.	10:30 A.M.
ST. LOUIS S'renco Screening Room 3143 Olive St.	1:00 P.M.	9:30 A.M.
WASHINGTON Warner Theatre Building 13th & E. Sts. N.W.	1:30 P.M.	7:30 P.M.

Paramount's

"'LITTLE BOY LOST'

JOINS SUCH ILLUSTRIOUS COMPANY AS 'THE ROBE,' 'ROMAN HOLIDAY,' 'FROM HERE TO ETERNITY' AND 'STALAG 17'"

says the N. Y. Mirror. And the Daily News adds: "Highest Rating! It's Bing's best picture! Keeps the audience rapt in attention from the opening to its final scene!"

Boxoffice Results Too Place It With The Year's Biggest – As First Engagements in New York, San Francisco and Los Angeles Get It Off To Spectacular Start!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 63 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 29, 1953 TEN CENTS

Universal Net Is Up $548,534 For 39 Weeks

$2,301,007 Profit After Taxes of $3,300,000

Universal Pictures reports consolidated net earnings for the 39 weeks ended last Aug. 1 of $2,301,007, after provision of $3,300,000 for estimated Federal income and excess profits taxes. After deducting dividends on the preferred stock, such consolidated net earnings are equivalent to $2.12 per share on the 999,306 shares of common stock outstanding on Aug. 1.

For the 39 weeks ended Aug. 2, 1952, net earnings were $1,752,473—$548,534 less than this year—after provision of $2,650,000 for estimated Federal income and excess profits taxes and after provision of $250,000 for contingencies. After deducting dividends on the preferred stock, the consolidated earnings were equivalent to $1.63 per share on the 961,698 shares of common stock outstanding on Aug. 2, 1952.

Variety Club Program Set

DALLAS, Sept. 28.—John Rowley, general chairman of Variety Clubs International 1954 Convention Committee, disclosed today a broad program for the convention to be held at the Adolphus Hotel, Dallas, March 22-25, as follows:

Registration in the lobby of the Adolphus will be Sunday and Monday, March 21-22, with an "Early Arrival" party scheduled for Sunday evening.

Monday sessions will be held in the gymnasium of Dallas Variety Club's Boys' Ranch, at Bedford, the main charity of Tent No. 17. A barbecue luncheon will be served followed by a

(*Continued on page* 7)

Brewer Coming East For Speech Monday

HOLLYWOOD, Sept. 28.—IATSE international representative Roy M. Brewer will address an "aware" group on "How to Apply Tactics Which Defeated Communists in Hollywood to the New York Entertainment World" at New York's Steinway Hall next Monday night. Brewer, who re-

(*Continued on page* 4)

Grainger, Broidy, Lippert Discount 'Shortage' Talk

By PETER BURNUP

LONDON, Sept. 28.—Three visiting Americans—James R. Grainger, president of RKO Pictures; Robert L. Lippert, and Steve Broidy, president of Allied Artists—separately had forceful things to say here on the shape of things to come; in particular on the alleged pending demise of the double-feature program. None of the three would accept that at all.

Declaring that he had come to Britain only to make the acquaintance of RKO-Radio men here, Grainger dismissed the suggestion that new production policies would lead to a general product shortage.

"People have been talking that way in this business for the last 30 years. I have yet to see it happen. In my opinion the public is educated to expect the double-feature program and will continue to expect it," he said.

Grainger felt, too, that the cut-back in the scale of M-G-M and 20th-Fox production would only result in an easing of the way for independent

(*Continued on page* 4)

New U.K. Agreement Ignores Possible Eady Plan Changes

Company sources here yesterday confirmed Washington reports that the new one year British remittance agreement is essentially the same as the current agreement which expires tomorrow.

Speculation that the new pact, concluded in Washington last Friday, contains special provisions covering the possibility that the Eady Plan, involving a special admission tax on British theatres for the principal pur-

(*Continued on page* 4)

Para. Testing New Stereophonic Unit

HOLLYWOOD, Sept. 28. — A demonstration of the new Dorsett Laboratories' Panaphonic (stereophonic) sound system was held at the Paramount studio theatre for motion picture sound equipment manufacturers.

In collaboration with the Motion

(*Continued on page* 4)

Record Week Rental To 20th from 'Robe'

The initial week of the engagement of "The Robe" in CinemaScope at the Roxy Theatre here resulted in a film rental of $175,000 to 20th Century-Fox, said to be an unprecedented figure for a single week from one theatre, the company stated yesterday. The company estimates that the New

(*Continued on page* 6)

U. S. Must Participate in Film Festvals: Golden

By J. A. OTTEN

WASHINGTON, Sept. 28.—Nathan D. Golden, Commerce Department film chief, who represented the U.S. Government at the recent Venice Film Festival, said he believes the U.S. and the U.S. film industry must continue to take part in these international film fairs.

Golden, returning to his desk here after two months in Europe, said he believes representation at these festivals "is worthwhile and redounds greatly to our interest." Noting that there had been some dissatisfaction with the Venice affair, Golden stated that U.S. producers "can't afford to stay out of these things.

"When you realize how much foreign screen time is taken up with American films," he added, "you realize that it would be very bad for us, the world's leading producer, not to be

(*Continued on page* 4)

Golf Tourney Today Seen as 'Sellout'

It looks like a sellout for the annual entertainment industry golf tournament today at the Westchester Club in Rye. The tournament, sponsored by the New York Variety Club, will be highlighted by team competition between executives of the radio and television field and the film industry. The day will be climaxed by the usual dinner at the clubhouse tonight.

Allied's Board To Consider Arbitration

Directors to Mull Only Resumption of Talks

By AL STEEN

The national Allied board of directors has placed the subject of arbitration on its agenda for discussion at its pre-convention meeting in Boston this weekend, but its consideration of the topic will be limited to the question of whether Allied should again join with other industry segments in negotiations for the establishment of a system.

Wilbur Snaper, national Allied president, stated here yesterday that the board would not discuss the merits of the two drafts that have been formulated for an industry arbitration plan, nor would it approve or disapprove the blueprints.

The big point, Snaper said, is whether Allied feels that it should

(*Continued on page* 7)

Grosses Brisk Along B'way

Business was brisk at many key Broadway houses this week, with "The Robe," "From Here to Eternity" and "Little Boy Lost" doing outstanding business.

Notable in this week's gross round-up is the box-office achievement of "This Is Cinerama," which celebrates its first anniversary on Broadway tomorrow. Still going strong, "This Is Cinerama" is expected to rack up a neat $48,000 for its 17th week at the Warner, its showcase since moving from the Broadway Theatre.

At the Roxy, the record-breaking

(*Continued on page* 6)

NSS Trailers Will 'Plug' Theatre TV

Leo Rosen, in charge of television operations for Cappel-MacDonald & Co., has completed negotiations with National Screen Service for the production and distribution of special theatre trailers and advertising accessories designed to promote the company's recently scheduled regular

(*Continued on page* 4)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York today for Pittsburgh.

●

LEO F. SAMUELS, Disney worldwide sales supervisor; IRVING H. LUDWIG, domestic sales supervisor, and CHARLES LEVY, Eastern publicity director, have returned here from the Coast.

●

STEVE PERAKOS, attorney for Perakos Theatre Associates, New Britain, Conn., has been named head of the professional division of the New Britain Community Chest Drive for 1953.

●

CHARLES E. MCCARTHY, information director of the Council of Motion Picture Organizations, returned to his desk at COMPO headquarters yesterday after illness.

●

M. B. HORWITZ, head of the Washington Circuit, Cleveland, will visit his grandson at Yale in New Haven before going to the Allied convention in Boston.

●

I. J. HOFFMAN, of the Connecticut Theatre Circuit, New Haven, has been named to the board of trustees of the Congregation Mishkan Israel, New Haven.

●

SAM ECKMAN, Jr., managing director of M-G-M activities in Great Britain, left New York by plane at the weekend for London.

●

WALTER BRANSON, RKO Radio assistant general sales manager, has returned to New York from Canada.

●

HAROLD SPEARS, president of Bailey Theatres, Georgia-Florida circuit, has returned to Atlanta from New York.

●

ANN LAMO, manager of the Webster Theatre, Hartford, has returned there following a protracted illness.

●

MEYER HUTNER, 20th Century-Fox associate publicity manager, left here yesterday for Pittsburgh.

●

SCOTT LETT, manager of Screen Guild's Charlotte branch, has returned there from New Orleans.

●

EVERETT OLSEN, Paramount Pictures advertising representative, has left Charlotte for Atlanta.

●

JIM FREW, Universal-International Southern district manager, was in Charlotte from Atlanta.

●

TOM BALDRIDGE, M-G-M exploitation man, was in Charlotte from Washington.

●

EDWIN KNOPF, M-G-M producer, is recuperating at Doctors Hospital here.

●

EDWARD FABIAN, of Fabian Theatres, has returned here from Albany.

●

IRVING MACK, of Filmack Trailers, is in New York from Chicago.

Dais List Released For Tucker Dinner

The list of entertainment industry executives and others prominent in the civic and military life of the city and nation who are scheduled to occupy the dais at the "Golden Jubilee Dinner" to be given Sophie Tucker at the Waldorf on Oct. 4 has been released by Harry E. Gould, chairman of the dinner, which is being sponsored by the Jewish Theatrical Guild of America; it follows:

David Sarnoff, Spyros P. Skouras, Leonard Goldenson, Adolph Zukor, Si Fabian, Barney Balaban, Harry Brandt, Eric Johnston, Gen. James A. Van Fleet, Dr. Ralph Bunche, Glenn H. McCarthy, Betty Hutton, George Jessel and Martha Raye.

Sophie Tucker Is Host of Variety Club Women Here

Sophie Tucker was the guest of honor yesterday at a cocktail party given by the Women's Committee of the Variety Club Foundation to Combat Epilepsy at the Piccadilly Hotel. Mrs. Carmel Myers Schwalberg served as hostess and Hildegarde, supper club entertainer, acted as mistress of ceremonies. Mrs. Schwalberg presented Miss Tucker with a gold card signifying an honorary life membership on the Women's Committee.

The purpose of the committee is to assist the Foundation in its fund-raising and public education program. The party yesterday was the beginning of the activities of which Mrs. Seymour Hesse will serve as chairlady. Approximately 300 women attended the affair.

Mohr Is Named RKO Publicity Head Here

Milt Mohr has been named RKO Radio home office publicity manager by Mervin Houser, Eastern director of advertising, publicity and exploitation. Mohr has been assistant publicity manager since April, when he joined the company from Paramount. The manager's position has been vacant.

The appointment of Mohr completes all top departmental positions, Houser announced, with David Cantor exploitation manager, Ben Grimm advertising manager, Rutgers Neilson foreign publicity manager and Leon Bamberger sales promotion manager.

Broidy Sets One in CinemaScope in U.K.

Steve Broidy, Allied Artists president, returned to New York from London by plane over the weekend. While abroad, he concluded arrangements with Robert Clark, executive producer for ABPC, for the production of "The Black Prince" in CinemaScope as a joint AA-ABPC production at the Elstree studios of the latter company.

The script has been approved by 20th-Fox as suited to the new medium and shooting is scheduled to start next April.

Broidy said his company will make two or possibly three other films in Britain next year but on conventional aspect ratios.

November Dedicated To RKO's MacIntyre

HOLLYWOOD, Sept. 28.—November has been designated as "Herb MacIntyre Month" by the four West Coast branch officers of RKO Radio. Harry Cohen, of Los Angeles, will be the drive leader. He will be aided by Joe Emerson, of San Francisco; Dick Lange, of Portland, and E. Lamb, of Seattle. It is the first campaign of this type honoring MacIntyre.

Independent Film to Columbia Pictures

Columbia Pictures has completed a deal to release Hemisphere Productions' "Fire Over Africa."

Mike Frankovich will produce and Richard Sale will direct the film, which will star Maureen O'Hara and MacDonald Carey. The production will be made in London and on location at Tangier, Morocco and Malaga, Spain. Carey left New York aboard the "Ile de France" Saturday and will spend a week in Paris before reporting to Malaga. Miss O'Hara is expected in New York next week.

Cite Martin Levine At Surprise Buffet

A surprise buffet luncheon for Martin Levine, Brandt Theatres executive, in honor of his completion of 20 years in the theatre business on New York's 42nd Street was given yesterday by more than 50 managers and executives of theatres in his area. The luncheon was held in the Brandt executive offices.

Levine was presented with a bronze plaque by Murray Speier, manager of the Apollo Theatre. Levine's first theatre connection was on 42nd Street between Broadway and Eighth Avenue and he has stayed on the street ever since, although his duties have involved the direction of other Brandt houses that cover the Metropolitan area.

Jules Levey Obtains 'She-Wolf' Rights

The first of a series of European production and distribution deals has been announced by Jules Levey who has returned from a three-month trip to the Continent and England. Levey has acquired the U.S. and Canadian rights to "The She-Wolf," starring Kerima, the French-Egyptian actress.

Levey secured the rights by special arrangement with Paramount, holder of worldwide release rights to the picture, and Ponti-de-Laurentiis, the producers.

Ralph Doyle and RKO Radio Part

RKO Radio and Ralph Doyle have announced that, following a mutually satisfactory agreement, Doyle has resigned from the position of managing director of RKO Pictures of Australasia.

Johnston Is Renamed By Eisenhower to His IDAB Post

WASHINGTON, Sept. 28.—President Eisenhower has reappointed Motion Picture Association of America president Eric Johnston to another two-year term as chairman of the International Development Advisory Board.

The board is supposed to work out policies for U. S. aid to under-developed foreign countries. Johnston's term would not have expired until January, but the President, over the weekend, reshuffled the make-up of the Board and decided to extend Johnston's term at the same time.

The new board was sworn in by the President at the White House this morning.

Says 3-D Glasses Are Not Being Withheld

CAMBRIDGE, Sept. 28.—Reports that new-style 3-D glasses are being withheld from certain sections of the country until stocks of old-style glasses are used up, were declared here to be "completely groundless" so far as Polaroid 3-D glasses are concerned.

Jackson Turner, Polaroid 3-D viewer sales manager, stated that all viewers now being sold are of exactly the same style and construction. All theatres all over the country are getting identical Polaroid 3-D glasses, he stated.

New and improved models of Polaroid glasses are being readied for production, according to Turner. It will be some weeks, however, before the company is ready for mass production of the new style. When mass-production starts, new models will be distributed simultaneously throughout the country, it was said.

Heads 'Cue' Advertising

Herbert Ross, Eastern advertising manager of "Cue Magazine," has been made director of advertising of the New York entertainment weekly, effective Thursday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Gregory PECK and Audrey HEPBURN
in WILLIAM MYLER'S production of
"ROMAN HOLIDAY"
A Paramount Picture
and Spectacular STAGE PRESENTATION

JAMES CAGNEY
A LION IS IN THE STREETS
COLOR BY TECHNICOLOR
in Person
MINDY CARSON
AL BERNIE
NEAL HEFTI and His ORCHESTRA
MAYO BROTHERS
•EXTRA•
RUSTY DRAPER
PARAMOUNT TIMES SQUARE
Midnight Feature

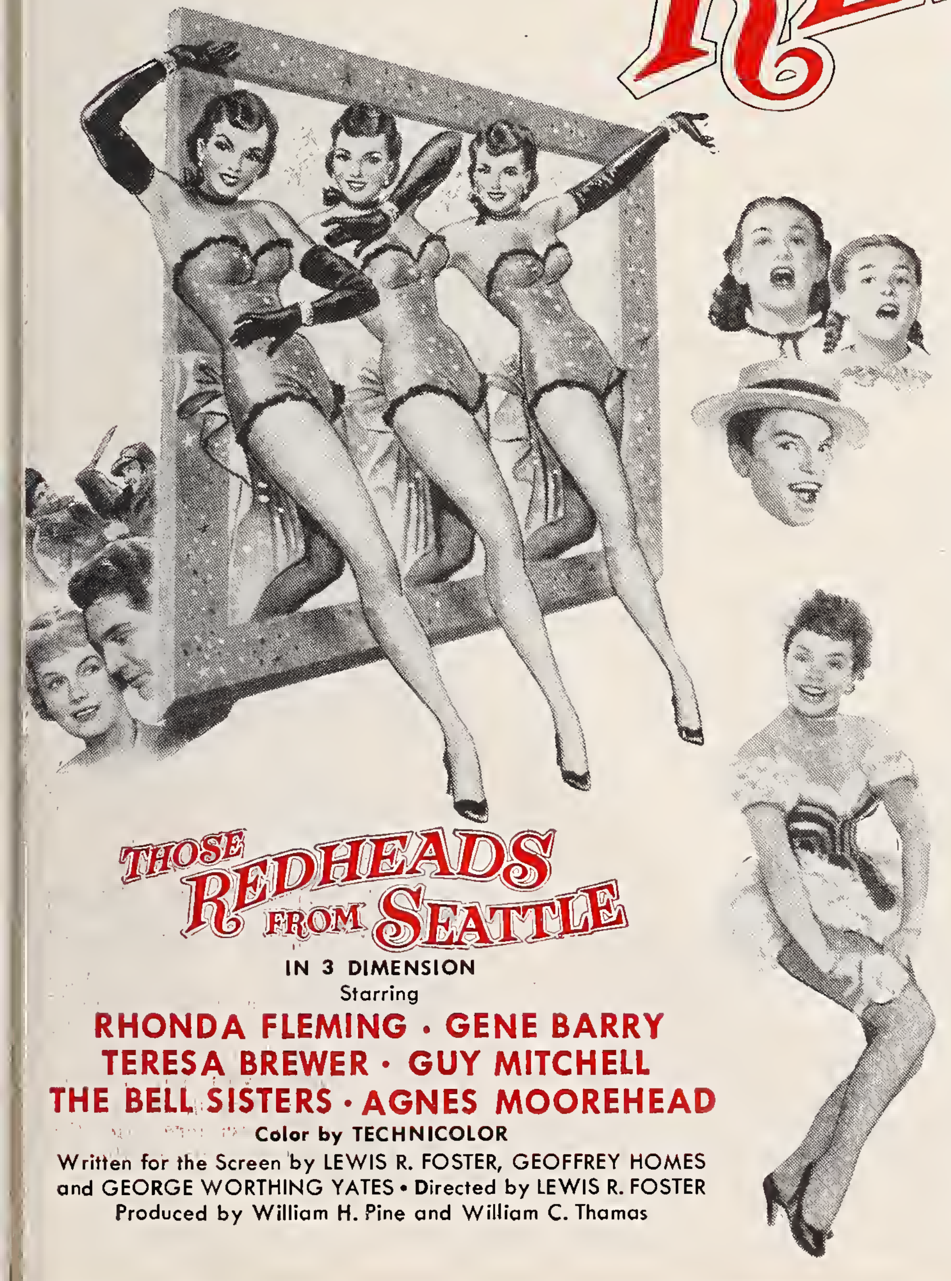
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

AN OUTSTANDING EVENT IN PARAMOUNT PRE-SELLING IS SET FOR

Ed Sullivan's "Toast Of The Town" Show CBS-TV Network, Sunday, Oct. 4th

STARS GUY MITCHELL AND TERESA BREWER IN A LIVE TV PREVUE OF SCENES AND SONGS FROM THE FIRST SCREEN MUSICAL IN 3-D

THOSE REDHEADS FROM SEATTLE



THOSE REDHEADS FROM SEATTLE

IN 3 DIMENSION

Starring

RHONDA FLEMING · GENE BARRY
TERESA BREWER · GUY MITCHELL
THE BELL SISTERS · AGNES MOOREHEAD

Color by TECHNICOLOR

Written for the Screen by LEWIS R. FOSTER, GEOFFREY HOMES and GEORGE WORTHING YATES • Directed by LEWIS R. FOSTER
Produced by William H. Pine and William C. Thomas

Teresa Brewer and **Guy Mitchell** will appear in person with Ed Sullivan in this important telecast that will sell the picture to an audience of more than forty million throughout the areas covered by these CBS Network cities:

AMARILLO, TEXAS
AMES, IOWA
ASHEVILLE, N. C.
ATLANTA, GA.
AUSTIN, TEXAS
BAKERSFIELD, CALIF.
BALTIMORE, MD.
BANGOR, MAINE
BATON ROUGE, LA.
BINGHAMTON, N. Y.
BIRMINGHAM, ALA.
BOISE, IDAHO
BOSTON, MASS.
BROWNSVILLE, TEXAS
BUFFALO, N. Y.
CEDAR RAPIDS, IOWA
CHARLESTON, S. C.
CHARLOTTE, N. C.
CHICAGO, ILL.
CINCINNATI, OHIO
CLEVELAND, OHIO
COLORADO SPRINGS, COLO.
COLUMBIA, S. C.
COLUMBUS, OHIO
DALLAS, TEXAS
DAYTON, OHIO
DENVER, COLO.
DETROIT, MICH.
DULUTH, MINN.
EL PASO, TEXAS
ERIE, PA.
GALV.-HOUSTON, TEXAS
GREEN BAY, WISC.
GREENSBORO, N. C.
INDIANAPOLIS, IND.
JACKSON, MISS.
JACKSONVILLE, FLA.
JOHNSON CITY, TENN.
KALAMAZOO, MICH.
KANSAS CITY. MO.
LANCASTER, PA.
LANSING, MICH.
LITTLE ROCK, ARK.
LOS ANGELES, CALIF.
LOUISVILLE, KY.
LUBBOCK, TEXAS
LYNCHBURG, VA.
MADISON, WISC.
MEMPHIS, TENN.
MIAMI, FLA.
MINNEAPOLIS, MINN.
MOBILE, ALA.
MONTGOMERY, ALA.
NASHVILLE, TENN.
NEW HAVEN, CONN.
NEW ORLEANS, LA.
NORFOLK, VA.
NEW YORK, NEW YORK
OKLAHOMA CITY, OKLA.
OMAHA, NEB.
PHILADELPHIA, PA.
PHOENIX, ARIZ.
PITTSBURGH, PA.
PORTLAND, MAINE
PORTLAND, ORE.
RALEIGH, N. C.
READING, PA.
RICHMOND, VA.
ROCKFORD, ILL.
ROCK ISLAND, ILL.
SALT LAKE CITY, UTAH
SAN ANTONIO, TEXAS
SAN FRANCISCO, CALIF.
SANTA BARBARA, CALIF.
SCHENECTADY, N. Y.
SCRANTON, PA.
SIOUX CITY, IOWA
SIOUX FALLS, N. D.
SPOKANE, WASH.
SPRINGFIELD, MO.
ST. LOUIS, MO.
ST. PETERSBURG, FLA.
SYRACUSE, N. Y.
TACOMA-SEATTLE, WASH.
TEXARKANA, TEXAS
TOLEDO, OHIO
TULSA, OKLA.
TUSCON, ARIZ.
WASHINGTON, D. C.
WICHITA FALLS, TEXAS
WICHITA-HUTCHINSON, KAN.
YOUNGSTOWN, OHIO

Paramount

(Continued from page 1)

Picture Research Council, the system, developed at the Dorsett Laboratories at Norman, Okla., has been installed in the studio theatre for demonstrations and tests.

Paramount said that the special feature of this system is that it may be applied to any standard release print with a standard single photographic sound track. By a special method of cueing, the sound of the sound track may be held center screen, moved to right or left screen or carried to the auditorium speakers. The system is said to have the added advantage over most stereophonic systems in that no extra sound film is required and/or no magnetic striping or special reproducers are required. It may be played into any number of auditorium speakers.

"This is the first step in recent months toward simplifying, rather than complicating, the presentation of motion picture entertainment," said Loren L. Ryder, director of scientific research and engineering at the Paramount studio. "Fortunately along with this simplification there is economy for the producer, distributor, and the theatre."

NSS Trailers

(Continued from page 1)

series of weekly theatre television boxing attractions which will get under way Oct. 27.

The arrangements were concluded with George Dembow, vice-president in charge of NSS sales, who pointed out that this was the first time in the history of theatre television that such a service was being made available to exhibitors on a regular weekly basis.

The accessories will include, in addition to a general trailer heralding the whole series of theatre television attractions, weekly trailers announcing specific boxing bouts, banners, valances, posters, standees, 40-x-60's and other assorted advertising material.

National newspaper and radio publicity covering both sports and film desks will be planted in cities where theatre television is available, through Norton & Condon, Inc., public relations counsel. This service will complement, not duplicate, the normal radio and newspaper coverage given any boxing bout.

Brewer Coming East

(Continued from page 1)

cently terminated his tenure as IATSE representative in charge of the Hollywood locals, and who leaves for the East on Wednesday, expects to finalize his future plans while there. He is reportedly considering several offers.

Samuel Nissenson Dead

Samuel George Nissenson, 69, father of George Nelson, United Artists publicist here, died last Saturday at the Nustadter Convalescent Home in Yonkers. He was a lawyer, author and a specialist in the history of New York State.

Edward Keller Dies

CLEVELAND, Sept. 28.—Edward Keller, onetime partner of Meyer Fine and San Stecker in the Ohio Amusement Co., died in Mt. Sinai Hospital here.

Discount 'Shortage' Talk

(Continued from page 1)

producers. RKO Radio is staying in the double-feature trade. The company will make 16 to 18 pictures during the next year and probably pick up another six from independents and others. They also expect to reissue around 10 subjects.

Questioned on 3-D and wide-screen possibilities, Grainger said: "You have to maintain a flexible policy throughout your business. We are not committed yet. We are making pictures in wide-screen and in 3-D and our research department is experimenting now with new techniques. It will be the public who will dictate to us our eventual policy."

It was revealed that four of the pictures on the current RKO schedule will be in 3-D but in each case copies will be available in conventional form too.

Producer-exhibitor Lippert declared: "This present propaganda about the disappearance of the second feature is old stuff and simply won't work.

"As an industry we cannot afford a single bill policy. Overheads cannot carry it. Studios are geared for a much bigger output than people now forecast and the big bulk of exhibition will have to give the public what it wants and that is, in the main, a two-feature program.

"It's all very well for major companies to say they are cutting their production by half and will only make so-called 'big' pictures. But no company can be sure that every picture they put on the floor is going to be a winner. And what will the majors do when they've got a couple that don't measure up? They'll sell 'em as a double bill," Lippert said.

Broidy said in the final analysis, it's the public who will bring in the verdict. But the single feature pattern had been tried repeatedly over the years and had failed in practically every instance. Too many supposedly big features simply aren't strong enough to stand up unsupported, he said. There is a proven and definite demand for second features, the A.A.-Monogram chief claimed, and if some of them fail that doesn't destroy the validity of the argument.

No one wants to make poor pictures and maybe his company won't be making any more Bowery Boys, was another of his comments. But the company will remain in the second-feature traffic definitely, Broidy said in conclusion.

Flaherty Foundation Will Aid Production

The Robert Flaherty Foundation, Inc., has been established by Mrs. Robert Flaherty, widow of the pioneer film producer, to encourage the production of motion pictures which, "in the Robert Flaherty tradition, illuminate the ways of life and of peoples and cultures throughout the world."

The Foundation will not engage directly in the production of films, but will make grants to film makers for preliminary surveys of the locales and subjects of proposed films. Offices will be in Museum of Modern Art here.

The Foundation also will sponsor annual film festivals in several countries. The first of these will be held in Albuquerque and Los Alamos, N. M., in October.

Assisting Mrs. Flaherty in the organization of the Foundation were Mrs. Ellsworth Bunker, wife of the former American Ambassador to Argentina and Italy; Richard Griffith, director of the Museum of Modern Art Film Library; Charles Siepmann, of New York University; Edward Sammis, editor of "The Lamp"; David Flaherty, who will be secretary of the Foundation; Arthur Knight, film critic, and Jean Benoit-Levy, chief of the United Nations film board.

Similar foundations will be organized in England and France.

New Amsterdam to Reopen on Friday

The New Amsterdam on 42nd Street here will mark its 50th anniversary on Friday by re-opening as a completely rebuilt film house equipped for any of the new techniques.

Max A. Cohen, owner of the house, disclosed that he has installed a new screen which will accommodate all new processes, including CinemaScope. The newly-installed stereophonic sound system, he added, contains 16 separate speakers.

Crest Case Delayed, Partmar Advanced

WASHINGTON, Sept. 28.—Supreme Court argument in the Crest case, originally scheduled for Oct. 16, has been postponed until the week of Nov. 9.

The Crest case involves the issue of whether distributors can refuse to give first-run films to neighborhood theatres. The delay in the argument date is to permit certain additional information to be printed, court officials said.

Argument in the Partmar Theatre case, originally set for Oct. 15, has been advanced to Oct. 13.

New York Theatre to Be 1st-run House

The New York Theatre, for the past nine years a first-run showcase for Westerns, will change its policy in October to present extended first-run engagements of regular "A" films, it was announced yesterday by Bernard B. Brandt, owner-operator of the house.

According to Brandt, the change in policy was dictated by "the present scarcity of Broadway theatres, physically equipped and adequately located to offer proper presentation of the heavy existing backlog of good pictures." Recently, he said, this situation has been further aggravated by the settling down for long runs of "The Robe" at the Roxy and "From Here to Eternity" at the Capitol Theatre.

Bernstein Here to See New Techniques

Cecil Bernstein, managing director of Granada circuit, Britain's largest independent, has arrived in New York from London to study new film presentation techniques. He will look into all the new systems in addition to stereophonic sound developments.

British Pact

(Continued from page 1)

pose of subsidizing British production, might be made mandatory rather than voluntary next year, was dismissed by well informed sources.

No such provision could be made, it was stated, because neither the Americans nor the British could anticipate the form the new Eady Plan will take. Moreover, it was pointed out, such provisions were not deemed necessary in view of the fact that the present Eady Plan will not expire until next August and the new remittance agreement runs only to the end of the following month.

An official announcement of details of the agreement is being withheld until it has been ratified by the British Board of Trade and Treasury, and by the boards of the Motion Picture Export Association and the Independent Motion Picture Export Association (SIMPP), whose representatives negotiated the pact.

The two export associations will not hold board meetings to ratify the pact but, instead, board members are being polled by telephone. Final results are expected to be in from all parties today or tomorrow.

Film Festivals

(Continued from page 1)

represented at these showcase events. After all, some 300 journalists from all over the world were represented at Venice."

The film division of the old National Production Authority, like other NPA divisions, is still operating in some vague "never-never land," awaiting word as to just how the old NPA groups are going to be reorganized. This situation has existed since June. It was learned that Commerce Secretary Weeks is now scheduled to announce later this week, probably Wednesday, just what the new set-up will be. Present plans are for the old NPA division to function in the Commerce Department as a "business and defense services administration."

Canadian TV Station OK'd; FPC Owns 50%

TORONTO, Sept. 28.—Famous Players Canadian Corp. has won out against stiff competition for authorization to operate a television station at Kitchener, Ont. Following a public hearing of applicants at Winnipeg last week, the board of governors of the Canadian Broadcasting Corp. formally recommended to the Federal Government the granting of a license to Central Ontario Television, Ltd., for a Kitchener television studio.

Famous Players has a 50 per cent interest in the Kitchener project as well as in the company which has started construction of a television station at Quebec. Approval of the CBC recommendation by the Government is considered a formality.

Texas Booking Mark Set by 'High Ground'

HOLLYWOOD, Sept. 28.—Dore Schary's "Take the High Ground" stacked up the biggest saturation booking in Texas history, following its five-city premiere, with 436 theatres setting immediate opening dates.

In all of the five premiere cities the picture outgrossed the same producer's "Battleground."

APPAREL
99.2% INCREASE

HOUSE FURNISHINGS
105% INCREASE

FOOD
141.4% INCREASE

THEATRE EXPENSES
98.9% INCREASE

FUEL
47.6% INCREASE

RENT
42.4% INCREASE

Distress Signals!

Those smoke signals on the horizon . . . are signs of rising costs . . . signalling "*profits in distress*".

They are *sparked* by the Bureau of Labor Statistics report that your *cost-of-living* has increased 92.8% from 1939 to 1953 . . . with the cost of FOOD puffed up 141.4% . . . HOUSE FURNISHINGS 57.9% and RENT 42.4%. These sparks are fanned by the Exhibitors Digest findings that costs of THEATRE EQUIPMENT and SUPPLIES have risen 98.9% in the period from 1940 to 1952! Pretty good reasons for distress.

However, you can take *some* encouragement from a further examination of the record . . . which will reveal the *negligible increase,* IF ANY, you've received from NSS during this same period.

Yes, compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Chicago Takes Firm; 'Robe' and 'Luther' Pace First Runs

CHICAGO, Sept. 28.—Two new films are pacing the first-runs here this week, with "The Robe" heading for a house record of over $95,000 in its first week at the B. & K. State Lake and "Martin Luther" rolling toward a great $21,000 in its opening session at the Loop.

Among the holdovers, "From Here to Eternity" is expected to turn in a fine $40,000 in its fourth week at the Oriental after a strong $47,000 last week. "This Is Cinerama" dropped to slightly below capacity at $45,000, although the evening shows still are selling out. "The Caddy" is turning in an excellent second week at $42,000 or more, well above expectations after a rather disappointing opening last week. "The Band Wagon," in its last week at the McVickers, is down to $13,000, winding up a satisfactory run.

Dual Grosses $23,000

"Arrowhead" and "The Vanquished" opened fairly well at the Roosevelt, and are expected to wind up the first stanza with a good $23,000, while "Devil's Canyon" and "Terror on a Train" are on the way to a fair $12,500 at the RKO Grand. At the United Artists, "Latin Lovers" and "The Affairs of Dobie Gillis" are closing out a good two-week run with $16,000 for the concluding stanza.

"Martin Luther" and "The Robe" both had sidewalk holdouts over the weekend and excellent word-of-mouth is expected to keep both of them at a high box office level during the coming weeks.

Record Rental

(*Continued from page* 1)

York engagement alone will deliver a potential rental equal to more than one-fourth of the picture's production cost, reported to have been $4,500,000.

Meanwhile, the picture is scheduled to open this week in 10 key city situations: Salt Lake City, Kansas City, Seattle, Dallas, Washington, Atlanta, Detroit and Buffalo. "The Robe" opened last night in Pittsburgh and San Francisco. Besides New York, the picture previously had opened in Chicago, Los Angeles and Philadelphia.

The practicability of CinemaScope for smaller theatres will be tested tomorrow night when "The Robe" opens at the Lyric and Villa theatres in Salt Lake City. The twin debut will mark the first time that the picture will be shown in theatres of the 1,000-seat class, although its adaptability has been shown at demonstrations in the projection room of 20th-Fox's studio and in the New York home office projection room.

10,000 SQ. FT. ▶ 33 W. 60th St.
Off Columbus Circle
Post Office in Building
• 4 STANDARD FILM VAULTS •
MODERN BUILDING
A.C. - D.C. Current—Light on 3 Sides
Supt. on Premises
BONAFIDE ESTATES, INC.
295 Madison Avenue — LE 2-4240

Television--Radio

with Pinky Herman

OFF THE AIR since Aug. 18, due to a strike by studio engineers and technicians (members of Local 1212, I.B.E.W.), Mutual Broadcasting System's prexy Tom O'Neil, Jr., and Charles Calames, union chief, settled their differences yesterday and the network resumes full operations today. Just in time, too, to broadcast the world series (AM) with NBC-TVideoing the fall classic. . . . (Ed) Stevens Pictures for TV will handle Commonwealth's TV product for 12 Southern states. . . . Grady Sutton, for the past two years in the East where he appeared in "The Egg and I," and on numerous radio and TV programs, returned to Hollywood where Romer Grey signed him for the starring role in a new series of Zane Grey TV theatre film series. . . . The November issue of "Screenland" and "TV Land" mag will feature an interesting yarn about DuMont's "20 Questions" penned by Robert Perkins. . . . TV-radio consultant Howard E. Stark has been one busy little beaver these past few weeks having successfully negotiated the sales of radio Station WINS (New York) to Charles Skouras & Associates for $450,000, WBRC-TV (Birmingham, Ala.) to Storer Broadcasting Corp. for $2,400,000 and WLWA-TV (Atlanta, Ga.) to Avco Corp. for $1,500,000.

☆ ☆ ☆

Ralph Paul

Hollywood, next stop? Could be. Easily one of TV's handsomest young men, Ralph Paul, announcer of "Strike It Rich," "TV Sound Stage" and Neolite portion of "Goodyear Playhouse," has shown still another talent. He's the singing star every nite at the Cafe Albert on Lexington Ave. and must be considered an added starter in the national baritone sweepstakes. . . . Sesac Transcribed Library will release to its subscribers this week the first disks waxed by Sylvan Levin (MBS musical director) and the Radio Symphony ork "pops" concert series. . . . Harry Wismer will give the play-by-play broadcast for all the Notre Dame Football games telecast to theatres by Box Office TV, teeing off October 17 with the N.D.-Pittsburgh tussle. . . . Art Van Horn's informative and breezy newscasts an ABClick. . . . Gus Haenschen and his "Album of Familiar Music," a national radio favorite for more than 20 years, embark on a nation-wide concert tour next month. . . . Utilizing TV personalities, Abe I. Feinberg's "Kiddieville" is a natural for moppet trade at theatres and fairs.

☆ ☆ ☆

CYCLE: About 20 years ago, the late George Washington Hill, prexy of American Tobacco Co., sponsors of "Lucky Strike" programs, asked Ed Thorgersen for a cigarette and when Ed proffered the "wrong" brand, Hill fired him on the spot. Since then all announcers of ciggie shows have been extremely careful as to their choice of smokes. FLASH: Lucky Strike has just named its new personality to do the announcing chores for the "Lucky Strike" telefilm commercials. Feller named Ed Thorgersen.

☆ ☆ ☆

Plenty of excitement at Reub Kaufman's Guild Films staff as a result of Liberace's SRO concert last week at Carnegie Hall and the sale of his TV half-hour musical series to KANG-TV, marking the 100th station to carry the program. . . . Connie Desmond, who worked with Red Barber for more than 10 years, justified in doing a burn because he was completely overlooked as a co-World Series broadcaster with Mel Allen. . . . Although "Life with Father is CBSlated to debut in November, the male lead opposite Martha Scott is still unfilled. Dennis King, originally slated for the co-starring role, prevented by another commitment.

☆ ☆ ☆

LOTSA DOTS . . . Lark Lisa Chickering (of the piano family) is making a series of five-minute musical telefilms for station sign-off. So what? So nothing except that during the production of the films they're using a Steinway pianner. Ooops! . . . With Maggi McNellis femceeing, "Leave It to the Girls" will return to ABChannel 7 next Saturday at 7:30 P.M. Geo. Jessel will be first defender of his fellow-Men. . . . KTLA, Hollywood, will carry the "Roller Derby" every Monday nite at 8:30 P.M. The station has acquired five new sponsors and a renewal of Al Gannaway's "Half Pint Panel."

B'way Grosses

(*Continued from page* 1)

initial CinemaScope production, "The Robe," is expected to hit a tremendous $225,000 for its second week, following a gross through Sunday night of $150,000.

"From Here to Eternity" at the Capitol continues at its sturdy pace, with $78,000 indicated for its eighth week. At the Rivoli, "Little Boy Lost" opened very strong, with $50,000 seen for the first week. Another opener, "A Lion Is in the Streets," at the Paramount is expected to do a pretty good $61,000 for its first week. The current Paramount stage headliner is Mindy Carson.

"Roman Holiday" is bowing out of Radio City Music Hall for "Mogambo" on Thursday, with a nice $114,000 seen for the fifth and final week for "Holiday."

The first 3-D musical will be unveiled at Loew's State tomorrow when "Those Red Heads from Seattle" makes its bow, replacing "Return to Paradise" which is expected to chalk up a fair $15,000 for its third and final week.

The second week of "The Caddy" at the Mayfair is due to hit a fine $27,500, with a swell $18,000 for the 13th week of "Stalag 17" at the Astor. "Devil's Canyon" opens at the Criterion on Friday, replacing "I, the Jury," in 3-D, which will end its six-week run with a good $14,000. At the Globe, a moderate $11,500 is seen for the first and final week of "The Moonlighter," with "Dangerous Crossing" moving in today.

Put Cinerama Attendance At 2,208,000 in U.S.

A total of 2,225,000 persons in four cities have paid an estimated $4,305,000 to see "This Is Cinerama" since the Lowell Thomas-Merian C. Cooper production had its premiere at the Broadway Theatre here a year ago tomorrow.

The official estimates were revealed here yesterday and disclosed that in New York, where it played at the Broadway Theatre before moving over to the Warner, a total gross of $2,208,000 was seen for the one-year period. The $2,208,000 figure is somewhat under the previous one-year estimate, as reported in MOTION PICTURE DAILY, but still represents a box-office bonanza. In New York, an estimated 1,080,000 persons saw "This Is Cinerama" in the course of the year.

For other situations, the gross and attendance was given as follows: Music Hall, Detroit, $820,000, 490,000 persons; Palace Theatre, Chicago, $437,000, 190,000 persons; Los Angeles, Warner Hollywood, $840,000, 465,000 persons.

To Hear RKO Radio Suit Here Monday

A hearing for Monday was set here yesterday for argument in the minority stockholders' suit against RKO Pictures, seeking the appointment of a receiver.

The case will be heard in New York Supreme Court before Justice Samuel DiFalco, who will also hear arguments on the cross motion by RKO Pictures to dismiss or abate the suit. RKO, in its motion, contends that a similar suit brought by counsel Louis Kipnis exists in the Nevada courts and should be disposed of before the present suit.

Arbitration

(*Continued from page* 1)

enter into further parleys on the subject. He pointed out that some Allied members who formerly were eager for the setting up of a plan now feel differently on the issue. The board will decide if the subject should be placed officially on the convention agenda for discussion by the membership, Snaper said, but, on the other hand, he added, there is nothing to prevent a member from bringing up the topic on the floor if he so desires.

Snaper said he felt that the matter of arbitration should be placed before the board because of the apparent widespread interest in the subject. He was reluctant to comment on the reported meeting of exhibitor association leaders in New York on Sept. 21 when, according to reliable sources, it was decided to place the project before their respective boards of directors. It is understood that the Theatre Owners of America will take up arbitration at its executive committee sessions in Chicago prior to the TOA's convention there which opens Nov. 1 at the Conrad Hilton Hotel.

Snaper explained that Allied's arbitration committee, which consisted of Nathan Yamins, Abram F. Myers and himself, had been dissolved after the collapse of negotiations and that nobody within Allied had official authority to continue the parleys. Therefore, Allied's position on arbitration cannot be defined until after the board meetings in Boston which will extend from Friday through Sunday, Snaper said.

In order to clarify the mechanics and costs of installing CinemaScope and stereophonic sound in theatres of all sizes, two officials of Altec Service Corp. will address the delegates and hold an open forum at the convention on Tuesday afternoon. The program will be conducted by L. D. Netter, Jr., sales manager, and E. O. Wilschke, operations manager.

Sindlinger to Talk

Snaper further disclosed that Al Sindlinger, whose business analysis firm gathered the statistics for the admission tax repeal campaign, will address the convention on Monday. Snaper said that in the course of Sindlinger's research and collection of data, he came across some interesting information for exhibitors. While not going into detail on the nature of Sindlinger's findings, Snaper said that among the topics would be the effectiveness of newspaper advertising and other promotional media.

Box Office Television, which books special events for theatre TV, has asked for time to address the convention delegates, Snaper said, and an executive of that concern will be given an opportunity to talk.

The Allied board will meet for three days before the convention this year instead of the customary two days of pre-conclave sessions.

Greshler to Britain To Scan New Films

HOLLYWOOD, Sept. 28.—Abner Greshler, producer whose "100-Hour Hunt" opened Friday at the Carnegie Theatre in Chicago, will leave this week by plane for England, where he will look over available British-made product.

Asides & Interludes

—by James Cunningham

PLACED on this old oak, cigarette burnt desk, the other day, by a beaming, cherub-looking mail-carrier, was a publicity release from "The Sign," national Catholic magazine published out on the Jersey hills of Union City, which we pass along without comment:

"How would you like to eliminate needless, time-consuming trips by your employees to the drinking fountain or rest room?

"Or the slow motion pace of a machine worker listening to the yackityyack of somebody across the aisle analyzing world affairs in bad grammar?

"Or absenteeism, that recurring epidemic that 'kills off' so many grandmothers during the world series and other daytime headline events?

"Then," says 'The Sign,' "don't pass up the opportunity to hire a worker who is physically handicapped."

The magazine, in an article in its October issue by Joseph M. Kelly, district manager for the New Jersey State Employment Service, points out: "The handicapped worker won't sneak off to a ball game. Not in a wheel chair. Joe Blow's gabby commentary on international affairs won't distract him—if he's deaf. If he's a spastic, he won't feel like parading around the office unnecessarily. And if he's blind, what sweater girl can distract him?"

☆ ☆ ☆

We're not in the insurance business, but we have been told that there is a need for a better type of insurance coverage on contents and other movable personal property incidental to an open air theatre.

A. Yarchin & Co., of 153 Milk Street, Boston, says it has a policy covering not only movable personal property, but pays off for fire, hurricane, VANDALISM, malicious mischief, burglary, theft, water damage, flood, transportation, wherever the property may be, such as on the premises, in transit, or in storage during the closed season of a drive-in.

However, there is no spot in the contract, insofar as we can see, to cover the losses sustained from booking a "dog." A gross omission.

☆ ☆ ☆

"Lippert News," a house-organ of Lippert Pictures, enlightens us with this soul-baring disclosure from Hedda Hopper:

"When I last interviewed Paulette Goddard, she startled me by saying, 'I've had everything I want. There's nothing more I desire. No, not even a good script. There was a time I dreamed of being a great actress, but it has passed. Now, I'd rather have a short role with long eyelashes than a long role with short eyelashes.'"

A problem such as this is almost certain to be taken up by the Allied States Association of Motion Picture Exhibitors, duly assembled in convention, in Boston, come Oct. 5-7.

If the Snaper-Myers guys do nothing about this, we'll go to the Society of Motion Picture and Television Engineers, who'll meet in this city Oct. 5.

Then, there is the United Nations Assembly to settle such problems.

We're duty-bound to have Paulette appear in a long role with short eyelashes rather than in a short role with long eyelashes, or is it vice-versa, or versa-vice?

☆ ☆ ☆

Noel Meadow, a name so well known to Broadway press gentry, took time out, some weeks ago when those three-gadgets, and smorgasbord sound, and thin-screen stuff came up, to ask some consultants to consult with some consultants about the real lowdown, or high up, of the various dimensions.

Wanna know what the consultants told the consultants to tell Noel?:

"What Miss Monroe has managed to do with just two dimensions, the technicians will never do with six."

☆ ☆ ☆

The firm of Blowitz and Maskel, of Hollywood, proudly announces to the press of the world that "Alex Gottlieb will produce a sequel to 'Marry Me Again,' to be called 'We Were Never Married.'"

A sequel, mind you.

And my wife says, I'M crazy.

☆ ☆ ☆

Al Steen complains to our News Desk about a chain-letter he received the other day. Seems Al doesn't like to be called a tired business man. Al says he's never tired. Anyway, the letter to Al:

Dear Friend:

This chain letter was started by a man like yourself in the hope that it might bring relief and happiness to tired business men.

Unlike most chain letters, this does not cost anything. Simply send a copy of this letter to five of your business friends who are equally tired. Then, bundle up your wife and send her to the man whose name is at the top of the list, and add your name to the bottom of it.

When your name comes to the top of the list, you will receive 16,476 women—and some of them will be dandies.

HAVE FAITH—Do not break this chain. One man broke the chain and got his old lady back.

Sincerely,

P. S.—As of the date of this writing, a friend of mine received 183 women. They buried him yesterday.

Variety Club

(*Continued from page* 1)

tour of the Boys' Ranch projects. Delegates will leave the hotel and return from the ranch by special transportation. The day will be topped by entertainment in the ballroom of the Adolphus.

Tuesday business sessions in the grand ballroom will be highlighted by a luncheon, with a surprise program and a special speaker. An old-fashioned Texas jamboree will cap the evening.

"Heart" reports of the various tents will be presented on Wednesday in the Crystal ballroom of the Baker Hotel, and a Hollywood star will be the guest speaker at the luncheon. In the evening there will be several entertainment and social functions.

Elections on Thursday

Elections will be on Thursday morning. The convention climax, the Humanitarian Award banquet, will be held in the Automobile Building on the Texas State Fair Grounds.

A round of activities and events have been planned for the entertainment of the women attending the convention. Neiman-Marcus, famous for fashions, has already planned a "Variety Fashion Show." A special luncheon for ladies will feature an outstanding woman leader as the principal speaker.

Trips of special interest to the women have been planned.

In addition to Rowley, the personnel for the 18th annual convention follows:

International chairman, Robert J. O'Donnell; director general, Paul Short; honorary chairmen, Jack Beresin, Claude C. Ezell, H. J. Griffith, Julius Gordon, John Harris, Karl Hoblitzelle, George Hoover, Phil Isley, Ed H. Rowley, Allan Shivers, R. L. Thornton, Marc Wolf.

Executive committee: Lew Bray, Jack Bryant, James O. Cherry, Chas. E. Darden, Carl A. Dolsen, Ed Gall, Ed V. Green, Henry Hall, Alex Keese, Sam Landrum, Johnny Long, Herbert Marcus, Stanley Marcus, Wilbur Marshall, William O'Donnell, Meyer Rachofsky, Clyde Rembert, Albert H. Reynolds, Julius Schepps, Harold Schwartz, Kendall Way, Raymond Willie.

Executive director, William McCraw.

Grainger Attending U.K. Sales Meeting

LONDON, Sept. 28.—J. R. Grainger, president of RKO Radio Pictures, was greeted by RKO managers of England, Scotland, Ireland and Wales as well as executives of the London home office staff at a sales convention being held here this week.

This is the RKO president's first visit to this country since he assumed his position with the company last winter. He was accompanied by Alfred Crown, RKO foreign manager.

'Hans' Held in Paris

PARIS, Sept. 28. — Samuel Goldwyn's "Hans Christian Andersen" has just completed a five-week day-and-date engagement at the Colisee, Madeleine and Marivaux theatres here and has moved over to the Marbeuf and Imperial theatres for a four-week engagement. Simultaneous with the moveover, the picture has opened in 15 major resort cities in France.

In line with Universal-International's policy of serving all of its pictures to all of its customers...

WINGS OF THE HAWK

is now available for exhibition in 3-D and 2-D

●

IT CAME FROM OUTER SPACE

a firmly established 3-D boxoffice hit, may also be booked for 2-D exhibition starting November 29.

AVAILABLE IN

3-D

and

2-D

"WINGS OF THE HAWK"
Color by TECHNICOLOR • Starring **VAN HEFLIN • JULIA ADAMS**
with ABBE LANE • GEORGE DOLENZ • ANTONIO MORENO • NOAH BEERY
Directed by BUDD BOETTICHER • Screenplay by JAMES E. MOSER
Produced by AARON ROSENBERG

"IT CAME FROM OUTER SPACE"
Starring RICHARD CARLSON • BARBARA RUSH with CHARLES DRAKE
RUSSELL JOHNSON • KATHLEEN HUGHES • JOE SAWYER
Directed by JACK ARNOLD • Screenplay by HARRY ESSEX
Story by RAY BRADBURY • Produced by WILLIAM ALLAND

PICTURES WITH THAT *Universal* APPEAL... Universal International

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 64 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 30, 1953 TEN CENTS

Unveil Plans to Boost Theatre TV Programs

Rosen Seeks to Set Up 33-City Video Network

Plans to realize the maximum potential of the theatre television medium were unveiled here yesterday by Cappel-MacDonald, the firm which has packaged the projected weekly fight series on theatre TV.

The plan, as outlined by Leo Rosen, director of theatre TV operations, calls for the establishment of a basic theatre TV network encompassing 33 cities. It also calls for the programming of commercial telecasts and box-office attractions.

Rosen said the principal objective in offering the fight series to theatres is to establish the network so that his agency can go ahead with plans to set up commercial, off-hour telecasts and box-office attractions. The network, he explained, would bring down local loop charges which average $500 per theatre no matter how often during

(*Continued on page* 6)

All Parties Ratify New Anglo-U. S. Remittance Pact

WASHINGTON, Sept. 29.—All parties have stamped final approval on a new one-year British-American film agreement, it was announced here today.

The new pact extends without change the 1951 agreement as modified by British-American negotiators in 1952.

Negotiations on the new agreement started here last Wednesday among representatives of the British government, the Motion Picture Export As-

(*Continued on page* 6)

Paramount Steps Up Production Pace

Paramount is launching a more active production pace for the balance of this year with at least six new pictures set for shooting, the company disclosed here yesterday. These are in addition to Irving Berlin's "White Christmas," which has just started with Michael Curtiz directing, Robert Emmett Dolan producing and Bing

(*Continued on page* 6)

Commends Code

Standards of Good Taste Cited by American Legion

The Production Code, the motion picture industry's voluntary system of self regulation, which maintains standards of decency and good taste in films, was commended by Arthur J. Connell, National Commander of the American Legion, in a letter to Eric Johnston, president of the Motion Picture Association of America.

"The American Legion is well aware that the motion picture, as an important part of the entertainment and educational life of this nation, exercises a profound influence for good or evil in the moral life of our country," said Connell.

"The American Legion is also cognizant that the motion picture industry has for some time regulated the production of motion pictures by means of a Production Code based on the highest moral principles.

"It was with interest and satisfaction that I learned of the action of

(*Continued on page* 7)

Goldberg Resigning As V-P, Treasurer And Director of 'U'

Leon Goldberg has tendered his resignation as vice-president, treasurer and a member of the board of directors of Universal-International, it was learned yesterday. The resignation will become effective Oct. 16.

Leon Goldberg

The company stated that no successor to Goldberg has been designated yet and that it is expected a meeting of the board will be called shortly after the return of Milton R. Rackmil, president, and Al Daff, executive vice-president, from their current global trip.

Rackmil and Daff are now scheduled to arrive in Los Angeles on Oct. 14. Goldberg's successor pre-

(*Continued on page* 7)

NCCJ Record Set In 1952-'53 Drive

A new high in contributions to the amusements division of the National Conference of Christians and Jews was reached in the current year's campaign under the chairmanship of Sol Schwartz, president of RKO Theatres, it was reported yesterday by J. Robert Rubin, head of the division.

The previous campaign record was

(*Continued on page* 7)

Skouras Sees CinemaScope Worldwide in 3 Years

PITTSBURGH, Sept. 29.—Predicting that within three years every film theatre in the world will be equipped for CinemaScope or a similar method, Spyros P. Skouras asserted here yesterday that the development of the process should be a boom to smaller theatres and should put an end to the closing of many houses. The 20th Century-Fox president said CinemaScope should do much to combat counter-attractions.

Skouras spoke at a press luncheon preceding the opening of "The Robe" at the J. P. Harris Theatre last night.

The Harris, unlike the Roxy in New York, and other theatres in which the picture has opened, is long and narrow and seats approximately 2,100. The screen is 48.6 by 19 feet.

The opening tonight was of the

(*Continued on page* 7)

Schwalberg to Aid JDA Drive Dinner

Al W. Schwalberg, president of Paramount Film Distributing Corp., will serve as dinner chairman for Cinema Lodge of B'nai B'rith for the Joint Defense Appeal dinner that will honor Harry Brandt on Oct. 21 at the Hotel Waldorf-Astoria, announced William J. German, of W. J. German, Inc., who is general chairman of the

(*Continued on page* 7)

30 from Metro In '54 Seen By Schary

Releases Top Next Year's Studio Production Total

By MURRAY HOROWITZ

Thirty releases from Metro-Goldwyn-Mayer in 1954 were forecast here by Dore Schary, M-G-M vice-president in charge of production, who is visiting New York for conferences with Nicholas M. Schenck, Loew's president.

Dore Schary

The number of Metro releases next year will top the company's 1954 production schedule which calls for the filming of 21, three of which will be made abroad, Schary said. The difference will be made up by

(*Continued on page* 7)

Salesmen's Meeting Will Consider New Contract Offer

A distributors' proposal to grant salesmen a $5 a week increase and a boost of $1 a day in their expense allowance will be considered by the Colosseum of Motion Picture Salesmen at its convention in New Orleans on Oct. 9-10. These terms were offered at a meeting here two weeks ago between the Colosseum's negotiating committee, headed by general counsel David Benzor, and the dis-

(*Continued on page* 6)

Commend MGM Offer Of 'Distress' Aid

Two more exhibitor organizations, Allied Independent Theatre Owners of Eastern Pennsylvania and the A.I.T.O. of Iowa, Nebraska, South Dakota and Mid-Central, have commended Charles M. Reagan, vice-president and general sales manager of Loew's-M-G-M, on the company's recently announced policy of aiding theatres threatened with closing.

Sidney Samuelson, president of the

(*Continued on page* 7)

Personal Mention

JOSEPH A. McCONVILLE, president of Columbia International, and MRS. McCONVILLE, will sail today on the "Queen Elizabeth" for Europe.

•

ROBERT HYNES, city manager for the Walter Reade Theatres in Asbury Park, has been elected to the board of directors of that community's Chamber of Commerce.

•

HENRY NATHANSON, president of M-G-M Pictures of Canada, and HILLIS CASS, general sales manager, have returned to Toronto from Hollywood.

•

ERWIN MANDELL, formerly owner of film exchanges in Chicago but now living in Florida, was visiting in Atlanta from Miami.

•

P. L. TAYLOR, of the Dixie Theatre, Columbus, Ga., has returned there after visiting Atlanta.

•

ALAN LADD, MRS. LADD and their children will sail from here today aboard the "Queen Elizabeth."

•

WILLIAM RICHARDSON, president of Astor Pictures of Georgia, has returned to Atlanta from New Orleans.

•

MORRIS ROSENTHAL, manager of Loew's Poli in New Haven, is recuperating from an attack of grippe.

•

HENRY SIMONS, M-G-M home office auditor, is in San Francisco from New York.

•

ROLAND A. COLISTRA, Westrex Corp. comptroller, has left New York for Tokyo.

•

JEAN RENOIR, director, will arrive in New York today from Hollywood.

Films Beat Radio at V. C. Golf Tourney

With all competing foursomes representing either the broadcasting or motion picture industry, it was a film trade quartet that was proclaimed final winner at the annual entertainment industry golf tournament held yesterday at the Westchester Country Club in Rye, N. Y. Members of the victorious motion picture team were William Scully, John Murphy, Oscar Morgan and Al Fitter. Their broadcasting adversaries were George Frey, Harry Wismer, Frank Zuzulo and Nick Keeseley. New York Variety Club was sponsor.

Murphy also scored individual low gross, with Mel Alexander the runner-up in that division. Honors for low net went to R. Ritnour, with A. Trento as runner-up, while Harold Rinzler scored "exhibitor low gross."

Prizes were plentiful for the golfers, as well as for the tennis players, who also turned out in force for their contests, held under ideal weather conditions.

More than 200 attended the dinner which was held at the clubhouse last night.

Review

"Botany Bay"

(*Paramount*) *Hollywood, Sept. 29*

HERE are the Alan Ladd of "Shane" and the James Mason of "Julius Caesar" with the distinguished Sir Cedric Hardwicke and the personable Patricia Medina alongside them, in a picture as violent as "Shane"—nay, far more so—and as valid historically, at very least, as Shakespeare's "Caesar." The picture is from the Charles Nordhoff-James Norman Hall novel concerning the settling of the New South Wales that became Australia by convicts shipped from England who became the forebears of the Aussies destined to glorify and fortify that nation in so many a time of peril. It is a John Farrow production, produced by Joseph Sistrom, from a script by Jonathan Latimer, and it is in color by Technicolor, with John F. Seitz, A. S. C., directing the photography. All those names on a marquee and billboards and in newspaper advertising and applied publicity ought to generate enough ticket draft for just about any theatre anywhere.

The story told by way of showing how the convicts were transported and why, the hardships they experienced, the brutalities practiced upon them, and the nature of their captors, is deeply grim, unrelieved by comedy or other relief material, and is played out that way by all concerned. It has a dash of sex in it, used mostly for purposes of motivating the cruelty that is emphasized, and there is a good deal of death involved. There is no softening of the edges of the implications with respect to the nation that authorized the mistreatment of prisoners depicted on the screen, and the character of the commandant—played by Mason—is slick, sinister and unredeemed in any respect. It is also triumphant, save for a spear hurled by a savage who has no idea whatever that he's adjudicating a thousand cases against his victim. (In a prolonged sequence of brutality the screen is given its first view of a double keel-hawling, a disciplinary measure of yesteryear which makes the punishment Ladd took in "Shane" look like a parlor game.)

Most of the picture is played aboard ship. Ladd portrays an American wrongly but legally a prisoner on a ship heading out from England to Botany Bay under command of Mason, and Miss Medina is aboard as an actress, also in legal custody, whom the commandant covets but who knows his brother-in-law back home intimately enough so that she can hold Mason in check by threat to expose. Various others figure in subplots concerning attempts of escape, and so on, but the thing winds up as it should for the distaff trade with Ladd and the lady rid of their captors and ready to exercise the prerogatives of their new liberty.

Running time, 90 minutes. Adult audience classification. For November release.

WILLIAM R. WEAVER

Represent Guilds At Tucker Dinner

Representatives of five of the eight actor groups who are to be the beneficiaries of the Sophie Tucker 50th Anniversary Jubilee Dinner to be held at the Hotel Waldorf Astoria here Sunday night, will be dais guests of New York's Cinema Lodge of B'nai B'rith when the Lodge honors Miss Tucker at the Hotel Astor tonight for her years of service to interfaith causes, Barton E. Robbins, president of Cinema Lodge announced.

Miss Tucker will be given the Cinema Lodge "Honor Scroll" before a large group of industry representatives and members of the Lodge and their guests. Sidney G. Kusworm, national treasurer of B'nai B'rith, will be the principal speaker. Harry Brandt will be chairman of the evening.

The five representatives of the actor groups will be Noble Sissle of the Negro Actors Guild; Walter Vincent of the Actors Fund of America; Gene Buck of the Catholic Actors Guild; Dave Ferguson of the Jewish Theatrical Guild, and Mrs. Helen Morrison of the Episcopalian Actors Guild.

Shapiro Dies on Coast

HOLLYWOOD, Sept. 29.—Lou Shapiro, 54, RKO Radio location manager for the past 15 years, died yesterday after an illness of three years. Shapiro joined RKO in 1930.

Allan, Dalton Win 'Photoplay' Contest

First place in the sixth annual "Choose Your Stars" contest has gone to Richard Allan and Audrey Dalton, it was announced by "Photoplay Magazine," which will honor this year's winners with a party at the Beverly Hills (Cal.) Hotel on Sunday. Byron Palmer and Pat Crowley were runners-up, respectively, in the men's and women's divisions.

Top studio honors went to 20th Century-Fox, whose five winners included, in addition to Allan and Palmer, young actresses Charlotte Austin, Maggie McNamara and Betta St. John; and to Paramount, for Miss Dalton, Pat Crowley, Audrey Hepburn, Joanne Gilbert and Peter Baldwin.

Barbara Stanwyck will be mistress-of-ceremonies at the affair, during the course of which established film stars will present each newcomer. The party will be covered by Movietonews, in addition to Hollywood columnists and radio commentators.

Voting this year was said to be the heaviest yet recorded, with "Photoplay" readers sending in 8,000 more ballots than last year.

Harris Back in England

A. Harris, executive in the circuit department of Associated British-Pathe, has returned to London by plane following an extended stay in the United States.

Eric Johnston Hails Anti-Trust Laws as Of Benefit to All

JACKSON, Mich., Sept. 29.—The United States' competitive economy, with "all its benefits to producer and consumer alike," was attributed to the nation's anti-trust legislation here today by Eric A. Johnston, president of the Motion Picture Association of America.

Speaking at the Community Lecture Series, Johnston said that it was to competition more than anything else that "we in America owe our unparalleled standard of living and our unmatched proficiency in production and distribution." Johnston referred to the anti-trust laws as a charter of American economic rights which is entitled to "take its place, along with the Magna Charta, on the road to freedom as a monumental mile post."

'Guarantee Life Blood'

Like any other laws, Johnston said, anti-trust legislation has been violated and even misapplied on more than one occasion, "but in the long run these measures guarantee that the life blood of modern capitalism—competition—will not be drained off by the greedy or the short-sighted."

Johnston asserted that when capitalism stops expanding, it begins to die, adding that "monopoly capitalism is an old and tired system, incapable of growth and unable to meet the daily needs of people."

E. Pa. Allied Asks Standardization

PHILADELPHIA, Sept. 29. — A resolution condemning the "confusion deliberately created by those responsible" for conflicting standards in new projection and sound techniques and demanding their immediate standardization has been adopted by the board of governors of Allied Independent Theatre Owners of Eastern Pennsylvania.

Urges 2-to-1 Ratio

The resolution also "demands" that the screen size be standardized "immediately on a ratio of 2 to 1 for all types of wide-screen product, including the anamorphic process, inasmuch as this ratio would be most suitable for the vast majority of indoor and drive-in theatres."

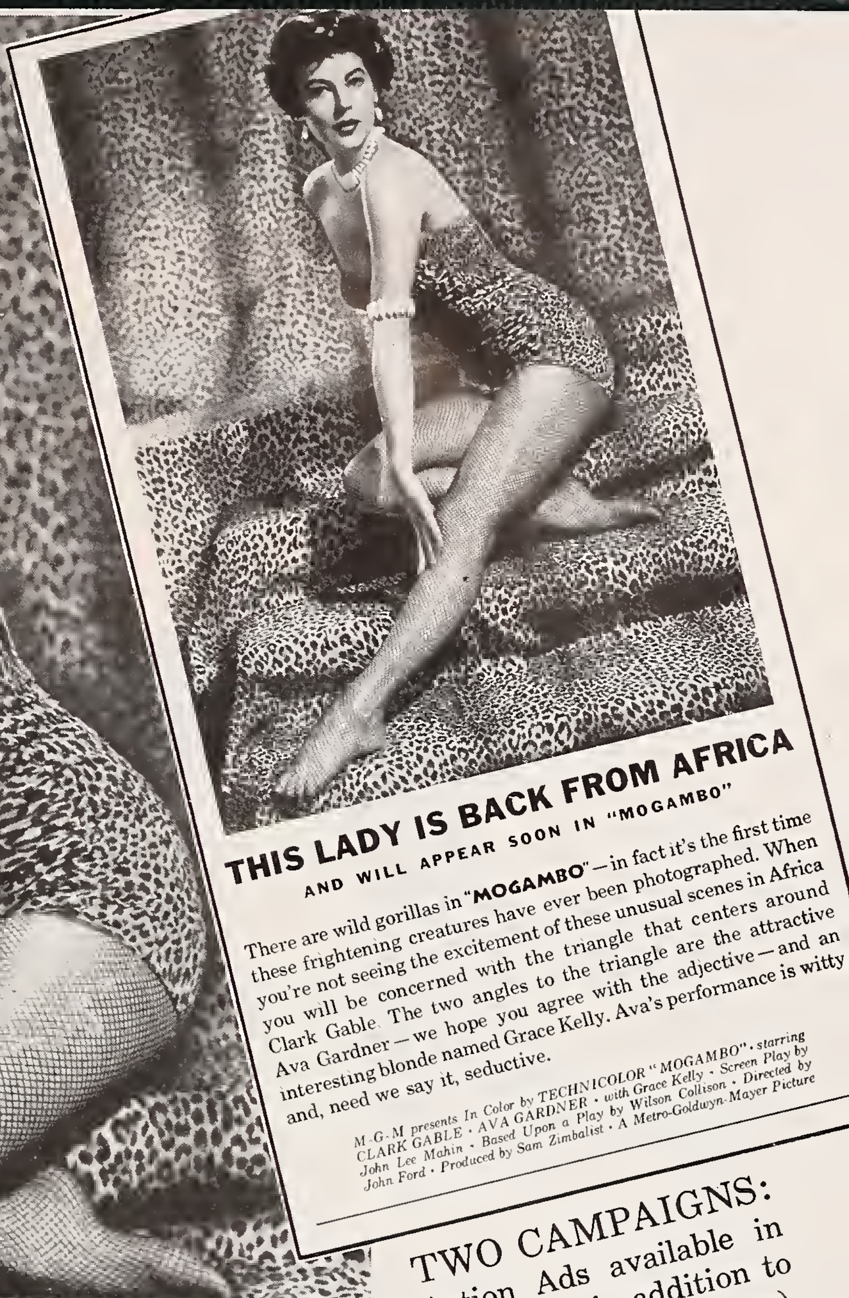
The resolution characterizes the "confused and muddled equipment situation, interlocked with the future film supply," as the "most serious immediate problem confronting independent exhibitors."

Maurer Named 'Look' Film Ad Agent

Gilbert C. Maurer has been appointed Eastern motion picture advertising space representative for "Look."

He will contact advertising directors and managers of film companies, as well as advertising agencies, in the New York area. Maurer replaces Stanley Greenfield, who has been appointed president of the S. R. Greenfield Advertising Agency.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, AdvertisingRepresentative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.



THIS LADY IS BACK FROM AFRICA

AND WILL APPEAR SOON IN "MOGAMBO"

There are wild gorillas in "**MOGAMBO**"—in fact it's the first time these frightening creatures have ever been photographed. When you're not seeing the excitement of these unusual scenes in Africa you will be concerned with the triangle that centers around Clark Gable. The two angles to the triangle are the attractive Ava Gardner—we hope you agree with the adjective—and an interesting blonde named Grace Kelly. Ava's performance is witty and, need we say it, seductive.

M-G-M presents In Color by TECHNICOLOR "MOGAMBO" • starring CLARK GABLE • AVA GARDNER • with Grace Kelly • Screen Play by John Lee Mahin • Based Upon a Play by Wilson Collison • Directed by John Ford • Produced by Sam Zimbalist • A Metro-Goldwyn-Mayer Picture

TWO CAMPAIGNS: Action Ads available in press book in addition to photo series (*sample above*).

THEY'RE TALKING ABOUT—

"MOGAMBO" (*Tech.*) Off to a flying start in Frisco! Watch the fireworks at Radio City Music Hall, N. Y. As predicted, it's Mogamboxoffice!

"TAKE THE HIGH GROUND!" (*Ansco Color*) Took Texas by storm in saturation bookings. A natural for promotion that delivers at the boxoffice!

"TORCH SONG" (*Tech.*) They're carrying a torch for it in first test spots. A sure winner!

"KISS ME KATE" (*Ansco Color*) The famed stage musical makes its screen bow in mid-October. A truly great industry event!

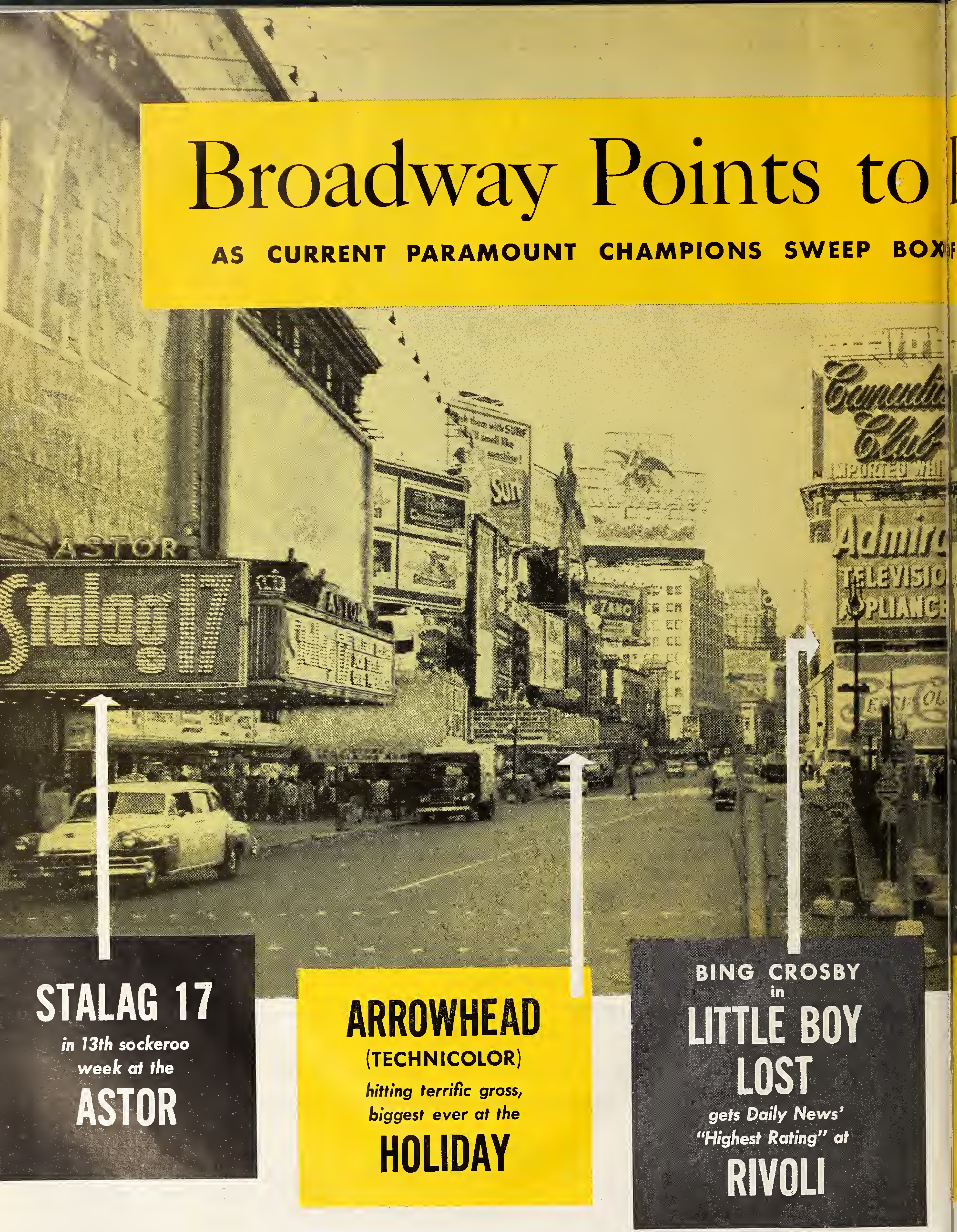
Everybody feels Mogambo (that means Great!) about M-G-M's BIG Holiday-size attractions above, as well as the Big Ones coming: "All The Brothers Were Valiant" (*Tech.*) • "Escape From Fort Bravo" (*Ansco Color*) • "Easy To Love" (*Tech.*). Join M-G-M's "Lucky Seven" Prize Money Exploitation Contests like hundreds of showmen are doing! Get that MoGaMbo feeling with M-G-M!

★

M-G-M presents In Color by TECHNICOLOR "MOGAMBO" • starring CLARK GABLE • AVA GARDNER • with Grace Kelly
Screen Play by John Lee Mahin • Based Upon a Play by Wilson Collison • Directed by John Ford • Produced by Sam Zimbalist

Broadway Points to

AS CURRENT PARAMOUNT CHAMPIONS SWEEP BOX


ASTOR
Stalag 17
Surf
Admir
TELEVISIO
APPLIANCE

STALAG 17
in 13th sockeroo week at the
ASTOR

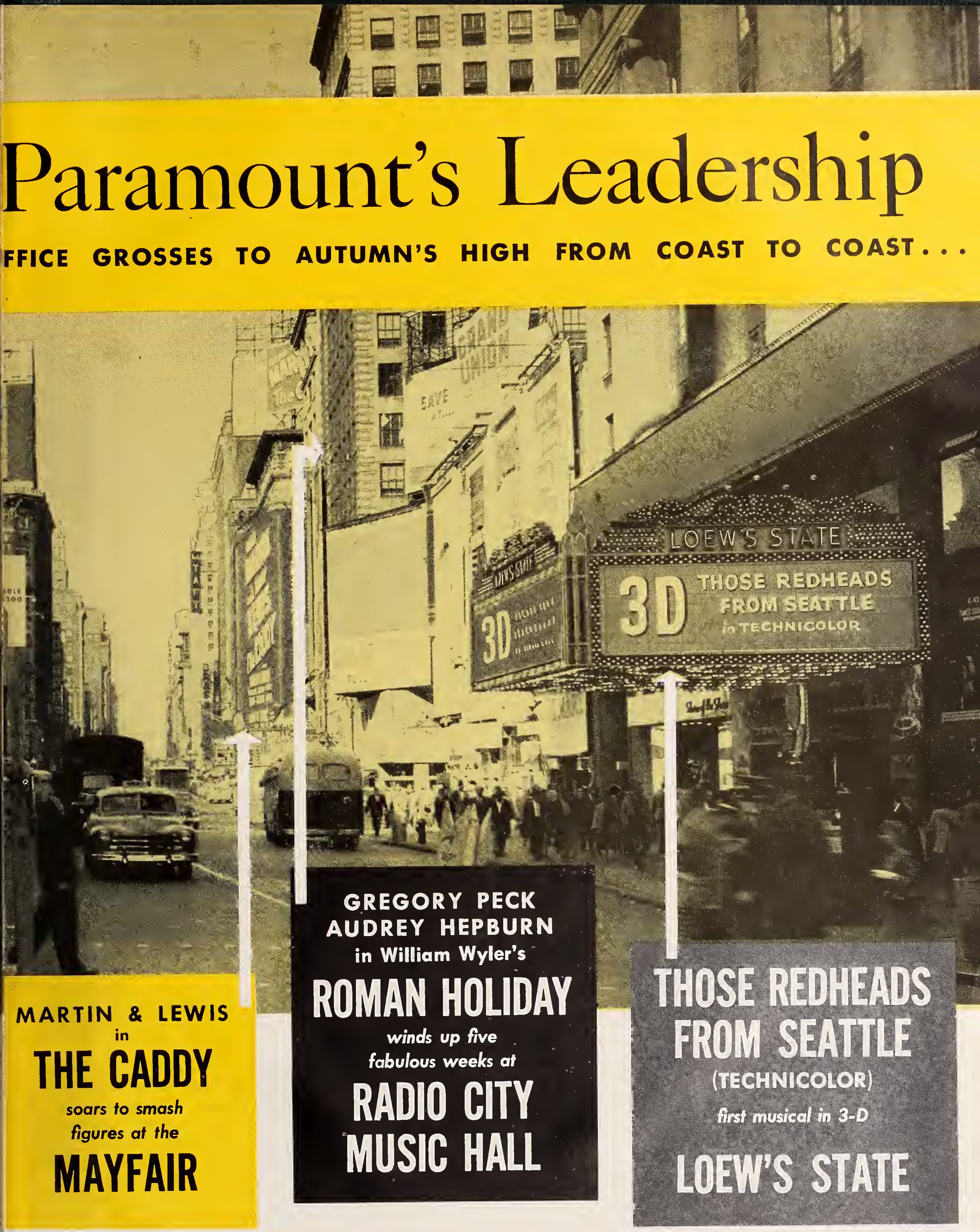
ARROWHEAD
(TECHNICOLOR)
hitting terrific gross, biggest ever at the
HOLIDAY

BING CROSBY
in
LITTLE BOY LOST
gets Daily News' "Highest Rating" at
RIVOLI

And soon on the Broadways of the nation: **BOTANY BAY** (Technicolor) — Hal Wallis' **CEASE FIRE**

Paramount's Leadership

FFICE GROSSES TO AUTUMN'S HIGH FROM COAST TO COAST...


LOEW'S STATE
3D
THOSE REDHEADS FROM SEATTLE in TECHNICOLOR
LOEW'S STATE
3D
SAVE

MARTIN & LEWIS
in
THE CADDY
soars to smash figures at the
MAYFAIR

GREGORY PECK
AUDREY HEPBURN
in William Wyler's
ROMAN HOLIDAY
winds up five fabulous weeks at
RADIO CITY MUSIC HALL

THOSE REDHEADS FROM SEATTLE
(TECHNICOLOR)
first musical in 3-D
LOEW'S STATE

LIGHT TO TANGIER (3-D and Technicolor) — and for Christmas **HERE COME THE GIRLS** (Technicolor) . . .

Theatre TV

(*Continued from page* 1)

the month a telecast is received by a theatre.

The fights, which will be launched on Oct. 27 and which will run each subsequent Tuesday night for 36 weeks, will be offered to theatres on the following basis: Theatres will guarantee 25 cents per seat, in addition to paying 15 cents per seat for each ticket sold. All line and local charges will be absorbed by the packaging agency.

Rosen also disclosed the formation of Theatre Television Associates, a division of Cappel-MacDonald, the sales promotion firm, which will operate in the theatre TV field. TTA president, it was disclosed at the press conference, is Sam Lebensburger, of Cappel-MacDonald, while Rosen is director of operations.

Rosen said that the fight series launched with the cooperation of the International Boxing Guild, will need a minimum of about 33 theatres if the project is to succeed. He indicated that unless there are about 33 theatres willing to book the events the project would be given up by TTA. The boxing matches will be among top contenders, he added, including perhaps title matches in divisions exclusive of the heavywight and light heavyweight class.

Cobb Admits Former Communist Links

WASHINGTON, Sept. 29.—Actor Lee J. Cobb and three other Hollywood or one-time Hollywood workers have admitted former Communist Party membership to the House Un-American Activities Committee.

The others were Babbette Lang, former secretary to Dore Schary; writer Roland William Kibbee, and Charlotte Darling Adams, once secretary of the Screen Cartoonists Guild. Their testimony, given to the committee in executive session in Hollywood on June 2, was made public today.

All four listed various film industry employes whom they had known as party members, but no really new names were turned up.

Cobb said he was a party member in New York City in the early 1940's, in Hollywood for about eight months in 1943, and again in Hollywood after the war in 1945 and 1946. Then he left the party for good, he stated.

Mrs. Lang said she was a member from 1942 until 1945 or early 1946. Miss Adams outlined Communist Party efforts to formulate policy in the Screen Cartoonists Guild.

"SHOWPLACE OF THE EAST"

MOVIELAB'S new preview theatre brings TO THE EAST the ultimate in projection.

- Three dimensional projection
- ★ Three channel interlock projection
- 16mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

Ratify New UK-US Pact

(*Continued from page* 1)

sociation, and the Independent Motion Picture Export Association. A "provisional agreement," subject to final approval, was obtained yesterday and today by telephone conversations with the negotiators' main parties. Today Sir Maurice Dean, Second Secretary of the British Board of Trade, and MPEA president Eric A. Johnston exchanged letters confirming the new agreement, and similar letters are being exchanged by Dean and IMPEA president Ellis Arnall.

Continuation of the 1952 modified agreement for another year means that the American companies will be able to remit at least $17,000,000 of their British earnings, plus additional amounts depending on their investment in production of pictures in Britain and amounts spent acquiring distribution rights for British pictures. These credits have been accounting for an additional $4,000,000 or $5,000,000 annually.

Under the original 1951 agreement, the American companies were also permitted to remit money which they received under the Eady Plan to encourage British production. In 1952, however, at the request of the British government, the 1951 pact was modified so that the American companies waived their Eady Plan earnings for part of the 1951-52 year and for all of the 1952-53 year. Total Eady Plan money on which dollar remittance was waived amounted to about $5,900,000, it is understood.

Continuing this waiver for another year, as the new agreement does, will cost the American companies something under $4,000,000 in dollar remittances, according to reliable sources.

The new agreement continues without change the listing of "permitted uses" on which U.S. film companies may spend in Britain the sterling earnings they cannot remit.

American companies have been earning about $42,000,000 a year in Britain, and have been remitting about $21,000,000 or $22,000,000. The remaining $20,000,000 or more, it is known, they have been able to use up in "permitted uses," leaving virtually no frozen balances at the end of the expired agreement.

Dean was scheduled to return to England immediately. Johnston left for Jackson, Mich., where he was scheduled to deliver a speech. He is due back here tomorrow.

Paramount Pace

(*Continued from page* 1)

Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen co-starred.

Billy Wilder's "Sabrina Fair" got under way this week in New York with Humphrey Bogart, Audrey Hepburn and William Holden heading the cast.

The Hal Wallis production, "About Mrs. Leslie," starring Shirley Booth, will roll at the studio Oct. 5 or 6, with Daniel Mann directing.

"Legend of the Inca," color in Technicolor film with a cast headed by Charlton Heston, Nicole Maurey, Wendell Corey and Yma Sumac gets under way Oct. 12.

Dean Martin and Jerry Lewis will return in "Living It Up," with an Oct. 19 starting schedule.

Among other productions for later this year are "Conquest of Space," in 3-D and Technicolor, to be produced by George Pal, and the James Stewart starrer, "Rear Window," to be produced and directed by Alfred Hitchcock.

Catholic Paper Adds Film-Radio Writer

HUNTINGTON, Ind., Sept. 29.—Dale Francis, a former exhibitor as well as film, radio and TV columnist, has been engaged by "Our Sunday Visitor," Catholic weekly with a circulation in excess of 800,000 and an estimated readership of more than 3,000,000 weekly, to do a column on "family entertainment," covering films, television and radio.

It is the first entertainment coverage for the publication in its 43 years.

$131,250 Per Week For 'Eternity' Here

"From Here to Eternity" has averaged $131,250 per week over an eight week period at the Capitol here, it was disclosed yesterday.

The total gross for the period was $1,050,000, it was said.

Salesmen's Meeting

(*Continued from page* 1)

tributors' exchange operations committee.

Salesmen now receive $9 per day for expenses while on the road. The Colosseum asked for an increase of $15 a week and an additional $3 per day for expenses.

The Colosseum's contract with the film companies was to have expired today, but it was extended until after the convention so that the delegates could consider the distributors' offer.

Carroll to Direct Allied Film Clinics

BOSTON, Sept. 29.—Bill Carroll, of Indiana, managing director of Allied's national Caravan, has been selected chairman of the film clinics for the national Allied convention here, which opens Monday.

Carroll is due here on Friday when he is slated to confer with directors of other Allied units. With all available space taken for the trade show, all indications point toward one of the largest meetings. A demonstration of the Nord wide-area process, under the supervision of Edward Lachman, co-ordinator of sales, has been arranged for Monday morning at 10:30 at the Exeter Street Theatre.

Fabian, Thomas Will Host Cinerama Party

Si H. Fabian, president of Stanley Warner, and Lowell Thomas, co-producer of "This Is Cinerama," will act jointly as hosts this evening at the backstage party at the Warner Theatre celebrating the first anniversary of the Cinerama production on Broadway.

Guests will include a group of returned prisoners of war from Korea, their wives, celebrities from the film and theatrical fields and civic and business leaders.

Castle Asks Halt To Gov't Propaganda Film Activities

Continuing his attack on the Motion Picture Division of the United States Information Agency, Eugene W. Castle, founder and former president of Castle Films, has offered three recommendations which, Castle claims, will save $2,000,000 annually on government film activities. The recommendations were made to Theodore C. Streibert, USIA director, in a letter in which Castle asserted that the government "cannot afford to provide movie foolishness for the backward peoples of the Point Four regions of the world."

Castle proposes to:

"1. Eliminate all editing, recording and printing of government propaganda films. Also, the fleet of movie trucks for use in backward areas. This will save the taxpayers approximately $1,000,000.

"2. Eliminate all 'hush-hush' highly restricted 'cloak and dagger' flickers still in production in foreign countries. Action to end, and without delay, all production, recording and printing of foreign film foolishness will bring a saving of approximately $700,000.

"3. Eliminate three-quarters of the personnel overhead for the U.S. Film Department. This should provide a saving of upwards of $500,000."

Previously, Castle had directed a letter to Joseph M. Dodge, director of the budget, in which he attacked the government's propaganda film activities as a waste of tax-payers' money.

Continuing, Castle wrote:

"Over the years, the government has produced and paid for thousands of 16mm. prints where hundreds were needed. Therefore, this accumulation of prints will provide our Embassies and Ministries with an ample supply of films to loan to schools, institutions and other types of non-theatrical exhibitors."

Mansell and Beilan Honored in Phila.

PHILADELPHIA, Sept. 29.—A testimonial dinner honoring Bill Mansell and Charles Beilan on their promotions by Warner Brothers was attended by approximately 100 industry persons here last night at the Warwick Hotel. Mansell recently was named district manager and Beilan was elevated to the post of branch manager. The dinner was sponsored by the local Motion Picture Associates.

Albert M. Cohen, industry attorney, was toastmaster. Charles Zagrans, RCA branch manager, presented gifts. Jules Lapidus, WB Eastern and Cañadian division manager, gave the principal address.

Magazine Editors to Coast Conferences

Martin Goodman, publisher, and Bessie Little, editor, of "Screen," "Screen Stars," "Screen World," "Filmland," "Movie World," "Film Stars Album," "TV World" and "TV People" magazines, accompanied by Monroe Froehlich, Jr., business manager of Goodman Publications, and Arthur Marchand, circulation director in charge of Atlas Magazines, Inc., have left for the Coast to attend a series of editorial conferences.

National Pre-Selling

"THE ROBE'S" business is so extraordinary throughout the nation, it seems to me, the admission tax on the first CinemaScope film should, single-handedly, balance the national budget.

•

Frank Ross heard about "The Robe" before Lloyd Douglas had even finished writing it, and was taken with its provocative theme—a man's tortured search for the truth—that he paid $100,000 for the screen rights, reports "Coronet" in the October issue. Eleven years passed. "The Robe" sold two-and-a-half-million copies in English and was translated into 27 other languages.

Now 20th Century-Fox brings this magnificent story of sublime faith to the screen. "The Robe" is picked by "Coronet," as the month's best picture.

•

"Miss Sadie Thompson's" star, Rita Hayworth, got the roughest, toughest acting job she's ever had while playing Sadie Thompson in the South Sea classic, "Rain," reports "Parade," in the Oct. 4 issue. She was hoisted through a window by Aldo Ray 15 times to satisfy the director, and before each entrance was drenched with a soaking sponge so she looked like she'd been in the rain.

•

"Red Garters" is a Western with girls, songs, dances and fancy sets, reports "Look" in the current issue. Rosemary Clooney plays the part of Calvaveras Kate, the dance-hall queen with a heart of gold. To celebrate the funeral of a colleague who was slow on the draw, Kate and the town desperado join in a dance with the carefree townspeople. She will break into a song or dance at the drop of anyone's hat.

•

"From Here to Eternity" is recommended as "a memorable film, well acted," by Philip Hartung in "Woman's Home Companion's" October issue.

In the same issue, Mary Livingstone wrote an entertaining article titled "I got even with Jack Benny, I married him."

•

"Little Boy Lost," "Living Desert," "All American" and "Take the High Ground" are among the pictures recommended in the October issue of "Good Housekeeping."

•

"Demetrius and the Gladiators," and the picture's star, Susan Hayward, are high-lighted in a full-color page ad placed by Westmore Cosmetics in the current issue of "Life." "Demetrius" in CinemaScope and color is a sequel to "The Robe."

•

"Forever Female" is a clever comedy about the people of the theatre and their passions. It is reminiscent of "All About Eve" but a lot of fun anyhow, reports Ed Miller in the October issue of "Seventeen." Among the other pictures reviewed in the issue is "The All American" and "The Beggar's Opera."

"The Actress" receives the picture-of-the-month seal for October awarded by "Seventeen."

WALTER HAAS

Schary Says

(*Continued from page 1*)

Metro's backlog, which Schary termed "pretty good."

The M-G-M production executive, commenting on his company's policy of making fewer but "bigger pictures," said "we'll probably stick to that policy for quite awhile." He added, however, that the policy is not inflexible, explaining that the studio would be guided by Schenck's observations on how the market is going. M-G-M, in the current year, will release a total of 45 features.

Regarding Metro's economy drive at the studio, aimed at reducing costs yet retaining quality, Schary said the objective is now being reached. He declined to state the over-all saving effected per picture, but offered this example: "If we have to spend $4,000,000 today on a picture, we can get more for the $4,000,000 than we did four years ago." He warned that economy for economy's sake is self-defeating if quality is sacrificed, in terms of manpower, talent and other vital ingredients of a picture.

Schary said he was excited over the box-office performance of "The Robe" at the Roxy. He said M-G-M's first CinemaScope production, "Knights of the Round Table," finished shooting two weeks ago. He said after a study of the market a release date will be set for it.

Asked for the total number of pictures in M-G-M's backlog, Schary said that that would be difficult to give, explaining that the situation is very fluid. He said included in his estimate of the backlog are productions ready for release now, such as "Mogambo," "Take the High Ground," "Easy to Love," "Torch Singer" and "Fort Bravo."

Schary said that he planned to return to the studio in about two weeks.

Goldberg Resigns

(*Continued from page 1*)

sumably will be elected at that meeting.

Goldberg could not be reached for comment yesterday on his future plans but one source said he would take a vacation before announcing them.

Goldberg joined Universal four years ago after having been vice-president and manager of RKO Studios in Hollywood. Prior to RKO's divorcement proceedings, Goldberg was treasurer of both the RKO picture and theatre companies. He joined Keith-Albee-Orpheum Corp. as treasurer in 1934 after having been associated with the investment banking firm of Goldman, Sachs.

Schwalberg

(*Continued from page 1*)

Amusements Division of JDA. Schwalberg will work with Max E. Youngstein, dinner chairman for JDA's motion picture division.

The industry and Cinema Lodge are helping JDA raise New York's share of the $5,000,000 needed to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

It was also revealed that Moses L. Kove, attorney; Martin Levine, of Brandt Theatres, and Burton Robbins, of National Screen Service Corp., are serving as co-chairmen in the dinner drive.

Commend MGM

(*Continued from page 1*)

Eastern Pennsylvania organization, wrote Reagan: "Once again you and your company have given a tangible demonstration of your recognition of the basic and serious problems confronting exhibitors. Your statement is so straightforward and reassuring we feel the policy will be promptly executed and vigorously followed up by your representatives in the field."

'Heart-Warming Position'

Leo Wolcott, board chairman of the Iowa-Nebraska unit, stated in a membership bulletin: "We are indeed grateful to Reagan and M-G-M. This is the kind of practical encouragement and help we need to keep going and it cannot fail to re-cement the high regard small exhibitors have long held for M-G-M. We certainly recommend to the other distributors adoption of this heart-warming position Reagan and M-G-M have taken."

Code Praised

(*Continued from page 1*)

the board of directors of the Motion Picture Association of America reaffirming its support of the principles of this Production Code. This restatement of principle is most encouraging at this time. I wish, therefore, to take this opportunity to commend the board on its action and to encourage it in its efforts to support and maintain the Code in letter and in spirit."

CinemaScope

(*Continued from page 1*)

Hollywood premiere type with civic and industrial celebrities on hand.

Festive Activities Greet 'Robe' in San Francisco

SAN FRANCISCO, Sept. 29. — Headed by Mayor Elmer Robinson and mayors from 18 nearby cities, a large and enthusiastic audience witnessed the premiere of "The Robe" here tonight. Extra details of mounted police were assigned to the premiere scene where searchlights and a military band heralded the debut. Prominent figures from the business, social and political worlds attended the event, along with producer Frank Ross and stars Terry Moore and Robert Wagner.

NCCJ Record

(*Continued from page 1*)

set in the prosperous 1946-47 campaign.

The executive committee of the NCCJ amusements division will hold a luncheon meeting at the Waldorf-Astoria Hotel here on Oct. 15 to receive Schwartz's report on the 1952-53 campaign.

Brotherhood awards will be presented at the meeting and plans and suggestions for the 1954 campaign will be considered.

The Public Is Never Wrong
Adolph Zukor
"Mr. Motion Pictures" tells his story

The Public Is Never Wrong

My Fifty Years in the Motion Picture Industry

by ADOLPH ZUKOR

with DALE KRAMER

- He has known them all from the days of the penny arcade and the nickelodeon and he tells all in this revealing and very human autobiography.
- He first signed Sarah Bernhardt for a film.
- He launched Mary Pickford as a star.
- His star-studded record includes stories of William S. Hart, Douglas Fairbanks, Pola Negri, Rudolph Valentino, Clara Bow, and a host of others — the great of today and yesterday.
- In the words of *Variety*, he is "Mr. Motion Pictures," and his life is a virtual history of movie-making in America.

Illustrated, $4.00

G. P. PUTNAM'S SONS

ATOM SMASHER

CINERAMA . . .

One full year on Broadway, still smashing box office records!

Yes, Cinerama—the film medium that ushered in a new era of entertainment—celebrates its first Broadway birthday—and box office has never been better!

In just one year of public showings Cinerama has been eagerly accepted by an overwhelmed public. It is acclaimed as the most dramatic addition to motion picture entertainment in 25 years! The silent "flickers" provided action, the "Jazz Singer" introduced sound, and Technicolor showed the subject in natural color. But it is Cinerama, and only Cinerama, which surrounds *you*, the viewer, with movement, color and sound so realistic—with such dynamic impact—that *you* become a part of every brilliant sequence.

Since its first showing, Cinerama has become one of the world's outstanding theatrical attractions.
It has yet to be equalled. It can never be excelled.
There is only one Cinerama! The whole country knows it!
Box office receipts prove it!

NEW YORK... Warner Theatre 52nd Week 2 million patrons

DETROIT... Music Hall Theatre 28th Week

PHILADELPHIA . . . Boyd Theatre. Opening October 5th—largest advance sale for this city.

CHICAGO . . . Palace Theatre 9th Week

LOS ANGELES . . . Hollywood Theatre 22nd Week

WASHINGTON, D. C. . . . Warner Theatre Opening day—November 5th

There is only one

CINERAMA

PRINT BY TECHNICOLOR ● A LOWELL THOMAS and MERIAN C. COOPER PRESENTATION

LIBRARY OF CONGRESS
0 007 551 604 6